

U.S. Department of Justice

Washington, DC 20530

**Supplemental Statement****Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending 6/30/2017

(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant

(b) Registration No.

CMGRP, Inc. d/b/a Weber Shandwick

3911

(c) Business Address(es) of Registrant

733 Tenth Street, N.W.

Washington, DC 20001

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- |                           |                              |                             |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship           | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation            | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- |                          |                              |  |
|--------------------------|------------------------------|--|
| (1) Name                 | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices       | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

None

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).**3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐ No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

## 4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☒ No ☐

If yes, furnish the following information:

Name	Position	Date Connection Ended
Martin Franken	Chief Financial Officer	March 31, 2017

## (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☒ No ☐

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
Jim Chirico	575 81 St., Brooklyn, NY 11209	USA	Asst Sec - Tax	4/14/2017
Steven Franchi	148 Lafayette St., Piscataway, NJ 08854	USA	Asst Sec - Tax	4/14/2017
Carl Williams	6 Cornell Rd. Cranford, NJ 07016	USA	Asst Sec - Tax	4/14/2017

## 5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

None

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
None				

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
None		

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
None			

## 6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

None

**II - FOREIGN PRINCIPAL**

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal

Date of Termination

During the 6 month reporting period, we have begun the process of assigning our contract with The Arab Republic of Egypt to a third-party. The transfer will occur on the same day we file this Supplemental Statement. We will separately file the appropriate paperwork with the FARA Registration Unit.

8. Have you acquired any new foreign principal(s)<sup>2</sup> during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

The Arab Republic of Egypt  
Cairo, Egypt

January 18, 2017

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)<sup>2</sup> whom you continued to represent during the 6 month reporting period.

Fundo Mixto de Promocion Turistica del Distrito Federal (Mexico City Tourism)  
Visit Wales

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>3</sup> Yes ☒ No ☐

Exhibit B<sup>4</sup> Yes ☒ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☒ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☒

If no, please attach the required amendment.

\*See Attachment 10.

2 The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

3 The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

4 The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

### III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

See Attachment 11.

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

See Attachment 11.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

None

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<sup>5</sup> "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

**IV - FINANCIAL INFORMATION****14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

Date	From Whom	Purpose	Amount
1/1/17-6/30/17	The Arab Republic of Egypt	Media, Public Relations Services and Expense Reimbursement	\$879,923
1/1/17-6/30/17	Fundo Mixto de Promo Promocion Turistica del Destrito Federal (Mexico City)	Public Relations Services and Expense Reimbursement	\$112,006
1/1/17-6/30/17	Visit Wales	Public Relations Services and Expense Reimbursement	\$235,833
			\$1,227,762
			Total

**(b) RECEIPTS - FUNDRAISING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fundraising campaign<sup>7</sup>, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D<sup>8</sup> to your registration? Yes ☐ No ☒

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

**(c) RECEIPTS-THINGS OF VALUE**

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
None			

<sup>6, 7</sup> A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

<sup>8</sup> An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

<sup>9</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

**15. (a) DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
	See Attachment 15.		

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Total

**(b) DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
None				

**(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
None			

10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

**V - INFORMATIONAL MATERIALS**

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?<sup>12</sup>

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

The Arab Republic of Egypt

Fundo Mixto de Promocion Turistica del Destrito Federal (Mexico City Tourism)

Visit Wales

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

- The Arab Republic of Egypt established a monthly budget of \$100,000.

- Visit Wales established a budget for our activities in the amount of \$105,869 for the period from January 4, 2017 through March 31, 2018

- Mexico City established a budget for our activities in the amount of \$900,734 for the period from May 12, 2017 through December 31, 2017

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☒ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams  
☒ Advertising campaigns ☒ Press releases ☒ Pamphlets or other publications ☐ Lectures or speeches  
☒ Other (specify) Attendance at trade shows and production of promotional videos

**Electronic Communications**

☒ Email

☒ Website URL(s): www.egyptfwd.org

☒ Social media websites URL(s): www.twitter.com/egyptfwd, https://www.youtube.com/channel/UCPMbfl29Q4LwE7qjOU

☐ Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Public officials      | <input checked="" type="checkbox"/> Newspapers                   | <input type="checkbox"/> Libraries                           |
| <input type="checkbox"/> Legislators           | <input checked="" type="checkbox"/> Editors                      | <input checked="" type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies   | <input checked="" type="checkbox"/> Civic groups or associations | <input checked="" type="checkbox"/> Nationality groups       |
| <input type="checkbox"/> Other (specify) _____ |  |  |

21. What language was used in the informational materials:

☒ English

☐ Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

\*See Attachment 22.

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐

No ☒

\*See Attachment 23.

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.



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**VI - EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature<sup>13</sup>)

July 28, 2017

/s/ Joshua Kaufman

eSigned

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<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

**CMGRP, Inc., d/b/a Weber Shandwick**  
**Registration No. 3911**

**Attachment 10**

**Clarification of our response to Question 10(b)**

We have agreed with our Mexico City Tourism client to continue to provide services through December 31, 2017. We will file a copy of the agreement when it is fully-executed. The terms of the agreement are similar to our agreement for 2016, except that there is a new budget authorized. The details of the budget are disclosed in response to Question 18.

**CMGRP, Inc., d/b/a Weber Shandwick**  
**Registration No. 3911**

**Attachment 11**  
**Activities**  
**Response to Question 11 and Question 12**

**Arab Republic of Egypt**

The Registrant's work for The Arab Republic of Egypt consisted of the following activities:

- Provided support for a visit to the United States by Egyptian President al-Sisi, for bilateral discussions with the United States, including messaging and media support.
- Provided support for a visit to the United States by members of the Egyptian Parliament, consisting of events at the U.S. Chamber of Commerce, Washington Institute for Near East Policy, London Center for Policy Research, Johns Hopkins School for Advanced International Studies, Jewish Institute for National Security of America, and the Wounded Warrior Project. We also prepared a briefing book before the trip and a video recap for distribution to US audiences after the trip.
- Developed communications tools, consisting of: a website ([www.egyptfwd.org](http://www.egyptfwd.org)), social media accounts (Twitter, YouTube), a newsletter and fact sheets.
- Identified and researched key stakeholders.
- Liaised with business groups public affairs organizations and non-profits.
- Monitored media coverage of Egypt.
- Submitted op-eds to US media for consideration.
- Secured media interview with client representatives.
- Created content for paid media placements.

**Fondo Mixto de Promoción Turística del Distrito Federal (Mexico City Tourism)**

The Registrant's work for the Mexico City Tourism Trust consisted of the following activities:

- Responded to requests from media for information about Mexico City as a tourist destination.
- Contacted US and Canadian media to promote Mexico City as a tourist destination.
- Distributed press releases and pitches to promote Mexico City as a tourist destination.
- Monitored media coverage of Mexico City as a tourist destination.
- Oversaw execution of content amplification of Mexico City news stories.
- Planned press trips to enable media to visit Mexico City and experience its culinary, design and cultural offerings.
- Provided ongoing counsel to clients on messaging to best position Mexico City as a tourist destination to media in the US and Canada.

**CMGRP, Inc., d/b/a Weber Shandwick**  
**Registration No. 3911**

**Visit Wales**

The Registrant's work for Visit Wales consisted of the following activities:

- Responded to requests from media for information about Wales as a tourist destination.
- Contacted US media to promote Wales as a tourist destination.
- Distributed press releases and pitches to promote Wales as a tourist destination.
- Monitored media coverage of Wales as a tourist destination.
- Secured media meetings in New York City for Visit Wales representatives to discuss opportunities for coverage of Wales.
- Planned press trips to enable media to visit Wales and experience its tourism offerings.
- Provided counsel to clients on messaging to best position Wales as a tourist destination to media in the US.

CMGRP, Inc., d/b/a Weber Shandwick  
Registration No. 3911

**Attachment 15**

**15(a) Disbursements – Monies**

**Arab Republic of Egypt**

<b>Expense Category</b>	<b>Amount</b>
Accommodation	\$168
Airfare	\$1,152
Computer Supplies	\$58
Express Deliveries	\$57
Group Meetings	\$57
Meals - Staff	\$260
Meals - Client	\$330
Mileage	\$8
Office Supplies	\$1,156
Parking	\$132
Photography	\$2,141
Printing	\$4,118
Professional Services	\$126,000
Promotional Materials	\$3,897
Royalties & Licenses	\$3,856
Site Fees	\$21
Subscriptions	\$108
Taxis	\$976
Translation	\$735
Travel Other	\$16,337
Video Production	\$2,555
Web Hosting	\$12,536
<b>Total</b>	<b>\$176,659</b>

CMGRP, Inc., d/b/a Weber Shandwick  
Registration No. 3911

**Fundo Mixto de Promocion Turistica del Distrito Federal  
(Mexico City Tourism)**

<b>Expense Category</b>	<b>Amount</b>
Accommodation	\$2,833
Airfare	\$2,107
Clipping Services	\$3,588
Data Line	\$10
Express Deliveries	\$97
Group Transportation	\$355
Meals - Staff	\$434
Meals - Client	\$34
Miscellaneous	\$1,382
Office Supplies	\$24
Promotional Materials	\$1,500
Research	\$97
Taxis	\$483
Telephone	\$2
Travel Other	\$36
<b>Total</b>	<b>\$12,981</b>

**CMGRP, Inc., d/b/a Weber Shandwick**  
**Registration No. 3911**

**Visit Wales**

<b>Expense Category</b>	<b>Amount</b>
Meals - Staff	\$71
News Release	\$2,103
Taxis	\$184
<b>Total</b>	<b>\$2,358</b>

**CMGRP, Inc., d/b/a Weber Shandwick**  
**Registration No. 3911**

**Attachment 22**

**Clarification of our response to Question 22**

All information materials that we disseminated or caused to be disseminated during this 6 month reporting period with respect to the Arab Republic of Egypt have been filed with the Registration Unit.

Materials that we disseminated or caused to be disseminated with respect to Mexico City and Visit Wales were not previously filed. Copies of those materials are attached.



**CMGRP, Inc., d/b/a Weber Shandwick**  
**Registration No. 3911**

## **Mexico City Documents**



## MEXICO CITY: ARCHITECTURAL MECCA

*Expansive City is a World Capital of Creative Building Design*

Moments of beauty and design inspiration always seem to be just around the corner in this city of color and contrast, but literally and figuratively, some buildings stand out from the rest. This quick list is a mini-tour of some of the tallest, shiniest and most famous buildings of the modern Mexico City – a city where it seems the designation as “tallest” building in the city changes addresses yearly.

### TALL, TALLER, TALLEST

- Torre Latinoamericana (Augusto Álvarez García) – When it was constructed in 1956, the 44 story building was the tallest in Latin America. Far from the tallest these days, the building remains impressive for its bold International Style and because its deeply anchored pylons have allowed it to withstand several major earthquakes.
- Torre Mayor (Zeidler Partnership Architects and Adamson Associates Architects) – At one time the tallest building in Mexico, the Torre Mayor (which translates to “Great Tower”) rises 738 feet above Mexico City’s most important avenue, Paseo de la Reforma. Built by Toronto developer Paul Reichmann and inaugurated in 2003, it was downtown Mexico City’s first important skyscraper since the devastating 1985 earthquake. The green-glass and stone tower features 98 shock absorbers, making it one of the most earthquake resistant buildings on Earth.
- Torre BBVA Bancomer (Rogers, Stirk Harbour Partners, and Legorreta + Legorreta) – Completed in 2015, Torre BBVA Bancomer was briefly the tallest building in Mexico, standing at 781 feet high and located right across from the Torre Mayor. Its design draws on Mexican architectural traditions and optimizes natural daylight. It also gives the building a texture that evokes traditional lattice screens or ‘celosias’.
- Torre Reforma (L. Benjamin Romano, LBR&A Arquitectos) – The Torre Reforma (“Reforma Tower”) is a three-sided skyscraper which stands 800 feet and 57-stories high, making it the tallest building in Mexico City – for now. The exterior uses double-V hangers to brace the façade of the building which is organized into 14-storey clusters stacked atop one another. Each cluster has its own interior garden.

### BUILDINGS AS ART

- Arcos Bosques (Teodoro González de León, Francisco Serrano, Carlos Tejeda) – When the first twin-legged tower of the Arcos Bosques (“Forest Arches”) office complex was inaugurated in 1996, it quickly became known as El Pantalón, because of its resemblance to a pair of pants. The second building, completed in 2008, has two separate twin towers linked by a central walkway. Located in the middle of one of Mexico City’s most upscale residential neighborhoods, both the Bosques de las Lomas and the Conjunto Arcos Bosques have become one of Mexico City’s instantly recognizable landmarks.
- Museo Soumaya (Fernando Romero) – The distinctive profile of this museum and monument to the late wife of Mexican billionaire Carlos “Slim” Hélu opened in 2011. Its curved silhouette covered with 16,000 reflective aluminum tiles completes the flashiest museum in the city.
- National Museum of Anthropology (Pedro Ramírez Vázquez) – This 1964 museum not only houses the largest collection of Mexican art in the world, but is a work of Mexican art itself. Classic Aztec motifs are celebrated in this design centered around an umbrella-like fountain, an aluminum grill that recalls slithering snakes, an eagle perched on a cactus devouring a serpent and more in a building that evokes early Mexican civilization.

### PUBLIC SPACES

- National Autonomous University (UNAM) – No single architect is responsible for the design of this campus, a UNESCO World Heritage Site. Instead, when the powers that be decided that a dedicated education space well outside the historic center of Mexico City was more appropriate, the project became a showcase of great modern Mexican art and architecture. The central library, designed by Juan O’Gorman, is an incredible display of ancient and modern references while

Felix Candela's Cosmic Ray pavilion is a tribute to the curved form. Large scale murals from greats such as David Alfaro Siqueiros adorn the exterior of campus buildings.

- Estadio Azteca (Pedro Ramírez Vázquez and Rafael Mijares Alcérreca) – Built in 1966, Estadio Azteca is one of the world's most iconic stadiums and the only venue to have hosted two World Cup finals, in 1970 and 1986. It sits high above the city on volcanic ground making the most out of the high-altitude home field advantage, which is greater than Denver's Mile High Stadium.

#### HOME AND HOSPITALITY

- Camino Real (Ricardo Legorreta) – Camino Real hotel was created by highly-regarded architect Ricardo Legorreta who built the hotel for the Mexico City 1968 Olympics. Legorreta is known for his use of bright colors—pink, purple, yellow, blue—the interplay of light and shadow and bold geometric shapes. The five-star hotel remains one of the best examples of Mexican modern architecture and is considered a Hotel-Museum for its beauty and art collection.
- Casa Luis Barragan (Luis Barragan) – Built in 1948, the Luis Barragan House was not only home but also studio to this giant of Mexican Modern design and Pritzker Prize award-winner for architecture. Barragan's integration of elements of the International Modern Movement with traditional Mexican vernacular aspects has had lasting influence on design. His designs present a dialogue between light, shadow and constructed space that makes his architecture a very personal, emotional and evolving experience. This home, open to the public for group tours, is a shining example of his aesthetic.
- Cineteca Nacional (Manuel Rocha, 1984; Michel Rojkind, 2012) – When contemporary architect Michel Rojkind renovated the existing Cineteca Nacional – a movie theater complex and home of the country's national archives – he incorporated additional archive space, four more screening rooms and an outdoor theater while reclaiming part of the site as a public space.

Named the number one destination on *The New York Times* "52 Places to Go" list in 2016, Mexico City is a world capital welcoming more than 12.5 million visitors a year who come for its renowned cuisine, vibrant culture, rich history, trendy neighborhoods and modern day travel offerings. The ancient capital combines pre-Hispanic, colonial and contemporary influences spanning nearly seven centuries, and is home to 30 distinct architectural and historic sites. Yet the city is more cosmopolitan than ever, with more than 150 museums and 100 contemporary art galleries, some of the world's most celebrated fine dining establishments, a range of design-forward accommodations and several international festivals and events attracting sophisticated jetsetters from around the world. For more information, news and updates on travel to Mexico City follow @MexicoCityLive on Facebook, Twitter and Instagram.

###

#### MEDIA INQUIRIES:

Miranda Zackowski

Weber Shandwick

+1-212-537-8724

mzackowski@webershandwick.com



## MEXICO CITY IS FOR ART LOVERS

*With hundreds of museums and galleries, art icons such as Frida Kahlo and a creative class of artists spearheading a contemporary art movement, Mexico City is a mecca for art enthusiasts.*

The hometown of legends Diego Rivera and Frida Kahlo, Mexico City boasts more than 150 museums and 100 galleries, bohemian neighborhoods and rapidly growing contemporary art events that are alluring art-lovers of all kinds from around the world to Mexico City. From an abundance of public art to forward-thinking contemporary gallery spaces, there are endless ways to take in the arts in Mexico City.

### A MULTITUDE OF MUSEUMS

Whether you are a museum-goer or not, Mexico City's museums are works of art in their own right – and there are infinite options to fit your artistic aesthetic. In general, museums are inexpensive with free admission on Sundays. However, many require guests to purchase permits for non-flash photography.

- Museo del Palacio de Bellas Artes – The Museum of the Fine Arts Palace is best known for its distinct architecture, murals by Diego Rivera and others and performance theatre featuring a Tiffany glass curtain. It houses 17 permanent exhibitions with works by Mexican artists from 1928 to 1963, in addition to a prestigious program of temporary exhibitions from around the world.
- Museo Frida Kahlo (Casa Azul) – La Casa Azul, or the Blue House, is Kahlo's birthplace and the home she later shared with Diego Rivera during some years of their marriage. Today, it exhibits many of her personal treasures and works, including a special collection of her iconic fashions as well as the haute couture designs she inspired by designers such as Jean Paul Gaultier.
- Museo Anahuacalli – There are few spaces as strange, inspiring, spiritual and interesting as the Anahuacalli, one of the last works of the great artist Diego Rivera. Its structure - similar to Teotihuacan and Aztec buildings, specifically the "Houses of the Gods" - shelters an overwhelming collection of more than 50 thousand pre-hispanic pieces.
- Museo Soumaya – Opened in 2011, this striking museum featuring a curved silhouette and hexagon mirrored-steel exterior houses the private collection of billionaire Carlos Slim H  lu – a collection of 66,000 works created by famed artists including Auguste Rodin and Salvador Dal  .
- Museo Jumex – Designed by architect David Chipperfield, the five-story museum has a tower topped with a skylit saw-tooth roof and houses Eugenio L  pez Alonso's stellar contemporary-art collection.
- Museo de Arte Moderno - Founded in 1964, the MAM is one of the largest collections of twentieth century Mexican art. It is located within Chapultepec Park.
- Museo Universitario de Arte Contempor  neo – MUAC is a large contemporary art museum on the National Autonomous University of Mexico (UNAM) campus, a UNESCO World Heritage Site. UNAM campus also boasts murals by Juan O'Gorman and David Alfaro Siqueiros.
- Museo Experimental El Eco – Conceived by Mathias Goeritz, with the input of famed Mexican modern architect Luis Barrag  n, this experimental museum is devoted to interdisciplinary exhibitions and unconventional art projects that prompt visitors to reflect on the concept of space.

### THE BIRTHPLACE OF MEXICAN MURALISM

Mexico City is regarded as the birthplace of Mexican Muralism, pioneered in the twentieth century by *Los Tres Grandes*, or *The Three Great Ones*, Diego Rivera, Jose Clemente Orozco and David Alfaro Siqueiros. For these artists, murals were an expression of their social and political beliefs, and public art has remained integral to the city as traditional al fresco murals have given way to modern day street art.

- Antiguo Colegio de San Ildefonso – This nineteenth century building, which was first a Jesuit convent before becoming an education institution that Frida Kahlo once attended, houses the first mural by Diego Rivera titled, "La creaci  n," or "The Creation," as well as murals by Jos   Clemente Orozco located in a large courtyard.
- Palacio Nacional – Some of Rivera's most famous murals adorn the interior walls of the National Palace, the office of the Mexican President, including a triptych in the stairwell depicting the history of Mexican civilization from the arrival of the Aztecs in 1521 to the Post-Mexican Revolution in 1930.

- Castillo de Chapultepec – Located in the National Museum of History in the Chapultepec Castle, the former residence of eight Mexican presidents, are important political works by José Clemente Orozco, Juan O'Gorman and David Alfaro Siqueiros, among others.
- Fuente de Xochipilli and Cárcamo de Dolores – Located in Chapultepec Park, this impressive work by Diego Rivera – part of a water distribution system for the city – was created to be both purposeful and symbolic. The Fuente de Xochipilli is a rare outdoor sculpture by Rivera depicting the Mexican god of rain and the earth. Inside a chamber behind the sculpture is Rivera's only underwater mural (the water has since been drained in an effort to conserve the mural) titled "El agua, origen de la vida," or "Water, the Origin of Life."
- Street Art Chilango – Modern day murals – commonly known as street art or graffiti – are evident throughout the entire city. A great way to take in the best works by famous street artists is through a tour with the collective Street Art Chilango.

#### **GALLERY HOPPING**

With more than 100 unique galleries and more independent spaces, Mexico City's forward-thinking contemporary art scene is thriving on the periphery.

- Kurimanzutto – Founded in 1999 by Jose Kuri and Monica Manzutto, the gallery now represents more than 30 of Mexico's most renowned contemporary artists and features rotating exhibitions from a number of celebrated international contemporary artists.
- Machete – The name Machete is derived from the historical weapon and its inspiration as a cultural tool to open the way and guide oneself through the world of contemporary art.
- Bikini Wax – The small shop holds contemporary art exhibitions, poetry meetings and discussions on economics, philosophy, aesthetics, politics and art history.
- MARSO – Working to promote both established and emerging talent in Mexico as well as abroad, MARSO's selection is based on a rigorous curatorial criteria. In addition to exhibition programming, they also run a residency program, local artist workshops, and a permanent public education program.

#### **ARTISTIC FESTIVALS AND EVENTS**

Mexico City is an eclectic backdrop for annual festivals and events that bring together art enthusiasts, collectors, industry professionals and emerging and celebrated artists from around the world.

- Zona Maco México Arte Contemporáneo – In February, Latin America's most important contemporary art fair brings collectors, specialists, galleries and artists from across the globe to Mexico City.
- Material Art Fair – Held every February at Expo Reforma, a convention center in the up-and-coming Juárez neighborhood, the Material Art Fair is a fast-growing event featuring a highly selective group of around 50 international galleries, non-profits, artist-run and independent spaces.
- Gallery Weekend México – Every September gallery goers enjoy free admission and public transportation to exhibitions at dozens of galleries and independent art spaces across five of the city's vibrant neighborhoods.
- Design Week México – Held annually in the first week of October, the eight-year-old event celebrates creativity and design with a range of activities, from exhibitions and temporary installations to interventions and talks, turning the capital into an international platform for innovation and debate.

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## HOT, HOTTER, HAUTE: MEXICO CITY HAS RISEN AS AN INTERNATIONAL CULINARY HOTSPOT

*World-renowned Chefs and Mixologists Blend Tradition with Modernity to Reinvent Mexican Fare*

Having experienced a culinary renaissance due to a revitalization of the capital city and new wave of Mexican cuisine pioneered by world-renowned chefs, such as Enrique Olvera of Pujol, Mexico City is now at the top of every foodie's travel bucket list. Today's booming culinary scene offers everything from fine dining establishments, with mainstays on the prestigious San Pellegrino and Acqua Panna World's 50 Best Restaurants list, to small bites, or "antojitos," at traditional food markets and street food stalls.

Mexico City is an epicurean melting pot with both traditional and modern fares from around the world, reflecting the bounty of indigenous ingredients and variety of cultures that have taken root – French, Italian, Spanish, Israeli, Japanese, Chinese, Indian, Lebanese, Thai, Brazilian, Argentine, Peruvian and more. Even vegetarians and vegans can find delicious meals at chic eateries catering to a younger set of health-conscious locals and travelers.

Gourmet food halls are popping up in the city's trendiest neighborhoods, offering gourmands a chance to sample some of the city's top restaurants and casual cantinas under one roof. And across the city, expert mixologists are shaking things up with artful cocktails infusing Mexico City's indigenous ingredients and spirits with a contemporary twist. The city also offers unique environments to sample emerging Mexican wines and regional spirits, including an abundance of artisanal mezcals.

### NEW ESTABLISHMENTS HEATING IT UP

New and established chefs are riding the culinary wave and setting up shop in historic buildings and ultra-modern new constructions alike, helping to revitalize neighborhoods and continue to raise the bar for the city's next best restaurant.

- Pujol – The highly anticipated next iteration of the famed Pujol opened in March 2017 in a mid-century modern space designed by local architecture firm JSa. The more casual reimaged restaurant features an 11-seat, 12-course omakase taco bar and airy dining room with a six-course tasting menu including a few of the restaurant's staples, such as Mole Madre.
- Cantina Fina – An outpost of Roma's Fonda Fina, Cantina Fina recently opened its doors in November with the help of chefs Jorge Vallejo and Juan Cabrera of Quintonil and Fonda Fina, respectively. This cantina's rustic décor recalls old-fashioned Mexican pubs yet its menu aims to please today's sophisticated palates.
- Comedor Jacinta – The newest restaurant from Chef Edgar Nuñez of fine dining venue Sud 777 is a friendly comedor (dining room) which opened last fall in the heart of Polanco, serving simple Mexican dishes with a slight twist.
- Seneri – Opened in Fall 2016 in the food hall Mercado Roma, Seneri promises to offer Chef Fernando Martínez's culinary talent inspired by the best local products of Michoacán. "Inventing new plates while touching on tradition" is their goal.
- Merkava – Located in the heart of the Condesa neighborhood, this place specializes in hummus preparation and Jerusalem cuisine. Opened in late November 2016, the idea of the restaurant is to evoke the typical atmosphere of an Israeli table with dishes served in the center to share, such as tabouleh, falafel, tehina, prepared kalamatas and matbucha.
- Amaya – Owned and operated by Jair Téllez, Amaya is a wine bar and restaurant featuring all natural, organic and biodynamic wines from Mexican and Latin American producers. Jair first won recognition for his restaurant Merotoro, a Mexico City hot spot serving Baja, California-style cooking.
- Milan 44 – Milan 44 is a new food hall and market in the emerging Juárez neighborhood. It makes a great spot for a casual dinner in a hip setting.
- Havre 77 – Havre 77 features traditional French fare and an oyster bar from Chef Eduardo García of Máximo Bistrot. The pastel-hued, Parisian-style restaurant is housed in a historic building renovated by design firm ReUrbano.

- Cocina Conchita – The recently opened restaurant in Roma Norte features coastal cuisine from Baja California by Chef Diego Hernández Baquedano in a relaxed atmosphere reminiscent of Mexico's Pacific coast.
- Blanco Colima – The new multi-use event and restaurant venue is divided into three spaces for various occasions including formal dining, cocktail bar and lounge.
- Fonda Mayora – Fonda Mayora is the latest venture from Chef Gerardo Vazquez Lugo of the famed Nicos, who specializes in complex, traditional Mexican cuisine.
- Lennon Cocina Libre – Chef Rodrigo Carrasco, the owner of Kitchen 6 and Bowie Cocina de Humo (smoke kitchen), presents an innovative "free kitchen" restaurant concept inspired by John Lennon's ideology of freedom and inclusivity. At Lennon, the music is the inspiration of innovative dishes – without marrying any technique, region or ingredients – in a contemporary and relaxed atmosphere in San Ángel, a colonial neighborhood southwest of the city center.

#### **AWARD-WINNING RESTAURANTS AND CHEFS**

Mexico City's culinary renaissance has been driven by talented chefs and innovative restaurants that have changed the way people think about Mexican gastronomy. The capital continues to top culinary rankings worldwide and is consistently recognized as a must-visit culinary destination by media outlets such as *Forbes*, *Eater* and the Travel Channel.

- World's 50 Best Restaurants: In 2017, Mexico City was represented on a global scale with two of its restaurants being named to S. Pellegrino & Acqua Panna's prestigious annual 50 Best Restaurants list.
  - 20. Pujol – A staple on the list, Pujol serves up creative dishes that elevate traditional Mexican foods, such as the reinvented taco and baby corn served in smoking gourds.
  - 22. Quintonil – Using ingredients grown at the restaurant's urban orchard, the ecologically conscious Jorge Vallejo breathes new life into traditional Mexican recipes.
- Latin America's 50 Best Restaurants: In 2016, Mexico City had six of the 50 best restaurants in Latin America according to S. Pellegrino & Acqua Panna, including three of the top ten restaurants.
  - 5. Pujol – Also a leader in the Latin America ranking, Pujol continues to be Mexico's top restaurant and a shining example in the region's culinary world.
  - 6. Quintonil – Quintonil has held the number six spot on the LATAM list for two consecutive years, cementing its reputation in the region.
  - 10. Biko – Biko creatively blends Mexico's Spanish and indigenous roots with dishes that are a fusion of Basque and Mexican cuisine.
  - 11. Sud 777 – Young chef Edgar Nuñez is leading a new wave of Mexican avant-garde gastronomy that redefines twenty-first century, upscale Mexican cuisine.
  - 37. Nicos – The landmark restaurant serves has served traditional Mexican cuisine in style for more than 50 years.
  - 48. Dulce Patria – Chef Martha Ortiz's restaurant channels the spirit of artist Frida Kahlo with an avant-garde interior design and dishes that are equally artful.
- The Diners Club® Lifetime Achievement Award, LATAM – In 2015, Enrique Olvera was honored with S. Pellegrino & Acqua Panna's award for his craft and work to transform perceptions of Mexican cuisine. Olvera is famous for drawing inspiration from traditional street food for his high-end dishes – using everything from chichatana flying ants to octopus and suckling pig.

#### **TRADITIONAL TASTES: FOOD MARKETS AND STREET FOOD**

Mexico City is perhaps most widely known in the culinary world for its low-key yet delicious street food, with staples such as tacos al pastor, pozole, tamales and quesadillas. Visitors don't need to shell out for an eight-course tasting menu when some of the city's best cuisine can be enjoyed on-the-go while exploring the Historic Center or eclectic neighborhoods. A visit to a traditional food market is another way to get an authentic taste of the city.

- Culinary Tours – One of the best ways to take in the city's best street food is to join a guided tour. Companies like Eat Mexico and Club Tengo Hambre are reputable and affordable, with half and full-day itineraries guided by local culinary experts that include samples at pre-approved vendors.
- Mercado de Coyoacán – A street food hotspot located in the south of the city, this market is lined with stalls selling brightly colored confections, bags of mole varieties and salted chapulines

(grasshoppers) from Oaxaca. Pavilions are packed with vendors serving up fresh bites such as quesadilla with chicharrones and a variety of agua frescas, from coconut to papaya flavored.

- Mercado de San Juan – Located right in the downtown historic center, the San Juan market, officially called Ernesto Pugibet, is more than 150 years old. The market is frequented by chefs and restaurateurs looking for gourmet products, exotic ingredients, imported food and delicacies.
- Mercado La Merced – La Merced is a traditional public market located in the eastern edge of the Historic Center, and is the largest retail traditional food market in the entire city.

#### **CLASSIC SPIRITS, CRAFTY COCKTAILS AND EMERGING MEXICAN WINE**

With a combination of ancient ingredients like sal de gusano de maguey (maguey worm salt) distinct local spirits like smoky mezcal and hip neighborhoods such as La Juárez, Mexico City has a thriving cocktail scene with a host of new mixology bars and stylish speakeasies. Newer to the scene are homegrown wines and unique varieties from around Mexico.

- Hanky Panky – One of the city's newest speakeasies, and one of the most exclusive cocktail establishments—the only way to get the address and secure a visit to Hanky Panky is by making a reservation over the phone or applying to become a member.
- Xaman – The new hotspot features a cocktail menu and otherworldly atmosphere that pays homage to Mexico's pre-Hispanic roots and the philosophy of astral projection.
- Luciferina – Set inside of a 1900's mansion, Luciferina bills itself as an "alternative urban tavern," evident in the industrial and mystical atmosphere. Since its opening in July 2016, a team of mixologists has used techniques and ingredients inspired by medieval alchemy to concoct a menu of "elixirs" that bring virtues such as love and fortune.
- Parker & Lenox – Hidden behind an American-style diner, customers frequent Parker & Lenox for its vintage glam atmosphere, inclusive of red velvet sofas and curtains, live jazz and classic, 1920's-style cocktails.
- Fifty Mills – This luxurious-yet-laid-back cocktail lounge in the Four Seasons Hotel México reopened in October 2015 after a complete revamp, including its rebranding after the classic 50 milliliter cocktail jigger. Hotel guests pair classics such as the Bugs Bunny made with carrot juice, gin and three chiles bitters with traditional Mexican street foods from the bar menu.
- Vinícola Urbana – A one-of-a-kind experience in Mexico City, a group of entrepreneurs passionate about wine and a renowned winemaker, Hugo D'Acosta, started Vinícola Urbana rooftop wine bar in the heart of Polanco in an effort to support and educate patrons on the Mexican wine industry.

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## MEXICO CITY MARVELS INCLUDE A MIX OF LANDMARKS

*Cosmopolitan Capital City Teems with Diversity of Cultural Icons*

Mexico City is vast. The sheer size of the city dwarfs other world capitals like London, Rome and New York. It is also ancient and entirely modern at the same time, sometimes on the same block. The city packs in a lot of "must see" and "must do" locations – too many for a weekend or a single trip – so zeroing in on a short list of landmarks can help you learn a bit of the city's remarkable history and appreciate the mash-up of color, design and culture that immerses visitors in a place like no other on earth.

### GET TO KNOW MEXICO CITY

Centuries old plazas, glittering modern architecture, indigenous cuisine declared part of UNESCO's World Heritage and winners of the World's Best 50 Restaurants are all part of the cultural mix that is Mexico City. This greatest-hits list of icons will help provide an introduction and context for the city that grew from a valley lake. Start at Futura CDMX for a whirlwind introduction to the past and future of Mexico City.

- Futura CDMX – Before exploring Mexico City, get to know the city's sprawling history and geography to understand how it evolved to be the vibrant metropolis it is today. This new museum shows the amazing transformation of the Mexican capital over time, reflecting on its past, present and future. Interactive scale models and kiosks help visitors gain a sense of how Mexico City compares to familiar capitals like New York City and London.
- Angel of Independence – The angel sits atop a victory column that commemorates independence and is one of the most recognized landmarks along Reforma Avenue. This broad avenue, inspired by the boulevards of Paris, was constructed by the Emperor Maximilian to make it easier for him to travel between Chapultepec Castle and the National Palace. The avenue remains a primary artery in the busy city, but for pedestrians it is also a fabulous stroll past art installations and statuary.
- Zócalo – Known as the historic center of Mexico City, the Zócalo is typically a place of celebration. One of the largest squares in the world, it was historically the place of Aztec ceremonies and today hosts the swearing in of elected officials, modern religious celebrations, performances by major music acts and the annual Festival of Mexico (March 12-21). From the square you can easily visit the nearby Palacio Nacional, the seat of the Mexican government and home to some of Diego Rivera's most famous murals, and Catedral Metropolitana.
- Xochimilco – Situated in the southern region of Mexico City, Xochimilco is the borough of the capital city that features hundreds of the colorful *trajineras* boats that float along the canals of Lake Xochimilco. Once used for transporting goods, these gondolas are now used primarily for tourism and are available in a range of sizes for an intimate ride or a relaxing picnic past floating gardens and the famous island of dolls. Gondolas are manned by a guide, who can be hired by the hour or for the afternoon.
- Chapultepec Castle – Situated in the middle of Chapultepec Park, Chapultepec Castle was built in 1780 by Viceroy Matías Gálvez and served as the residence for all of Mexico's presidents until 1940 when it became the National History Museum. Visitors today can get a glimpse into the lives of presidents and emperors by viewing many priceless historical objects. The castle also is known to have one of the most beautiful views of Mexico City.
- Anthropology Museum – Chapultepec Park has numerous museums in addition to the National History museum. The Anthropology Museum is the largest collection of traditional Mexican art and artifacts in the world. In addition to the 23 permanent exhibitions, the building itself is a work of art by famed architect Pedro Ramírez Vázquez.
- UNAM Campus – The National Autonomous University of Mexico (UNAM) is renowned for its architecture and public art works. It is a UNESCO World Heritage site and the largest university

in Latin America. Tour the Central Library featuring a mural by Juan O'Gorman and the Rectory building featuring a mural by David Alfaro Siqueiros.

- La Casa Azul – The former home of Frida Kahlo, also known as the Blue House, now serves as a museum in her honor since her passing in 1954. The museum, called Museo Casa Azul, houses several pieces of artwork as well as many of the artist's personal possessions, including clothing, jewelry and collections of folk art that once belonged to Frida and her husband, famed Mexican muralist, Diego Rivera.
- Palacio de Bellas Artes – This fine arts museum and performance theater was commissioned by President Porfirio Díaz whose zeal for European culture and architecture defined an era of building known as the "Porfiriato." Constructed between 1904 and 1934, the Palace of Fine Arts is an Art Nouveau masterpiece that reflects the city's Aztec heritage in its ornamentation. The collection is best known for its murals by Diego Rivera, Siqueiros and others, as well as the many exhibitions and theatrical performances it hosts.
- Casa de los Azulejos – Often the location for photo shoots, the House of Tiles is decorated with beautiful blue and white tiles characteristic of the State of Puebla with influences from the Baroque, Art Nouveau and French eras. Built by the Count del Valle de Orizaba family, the building is now the flagship Sanborns, a well-known Mexican restaurant/department store chain owned by Mexican billionaire Carlos "Slim" Helú.
- Lucha Libre – One of Mexico City's most authentic experiences is being a spectator at the dramatic, humorous *Lucha Libre*, or Mexican wrestling. Watch masked superheroes (*técnicos*, or good guys) take on villains (*rudos*) inside the ring as you sip tequila and take home your own mask. Tour guides offer packages including pickup and drop off at your hotel, souvenirs and tickets, or you can venture to Arena México on your own easily by public transportation or taxi.

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## **MEXICO CITY IS WORLD DESIGN CAPITAL® 2018**

*With traditional craftsmanship, centuries of architectural styles and a thriving contemporary design scene, Mexico City has been recognized as a global design hub by the World Design Organization™.*

A new creative class of designers, architects, hoteliers and restaurateurs, combined with centuries old traditions and influences, has propelled Mexico City as a global capital for design. Named World Design Capital® 2018 by the World Design Organization™ – a designation awarded biennially to cities based on their commitment to design as an effective tool for economic, social and cultural development – Mexico City is the sixth city and first in the Americas to hold the title.

Mexico City joins other capitals that have held the title including Seoul (South Korea), Helsinki (Finland), Cape Town (South Africa) and Taipei (Taiwan). The second largest city in the Americas has a powerful story to share as a model for other global megacities using design as a tool to transform and tackle the challenges of urbanization, as evidenced in its new Instagram-worthy museum, Futura CDMX.

Design is apparent all throughout the city – in design-forward restaurants, boutique hotels, Art Deco neighborhoods and modern architecture – attracting stylish travelers for contemporary design within the charm of this historic destination. Mexico City designers look to their heritage for inspiration and technique, while keeping an eye on international trends and the future.

### **DESIGNERS MAKING THEIR MARK ON MEXICO CITY**

The city's up-and-coming designers are revolutionizing and redefining what "Made in Mexico" means.

- La Metropolitana – La Metropolitana is a design firm founded by three young designers specializing in wood furniture, architecture, interior design and graphics. Quality craftsmanship, unique technique and affordable price points are behind the trendy aesthetic.
- Déjate Querer – Industrial designer Ana Paula Alatríste and social anthropologist Rocío Cortés joined forces in 2011 to create three-dimensional rugs and wall hangings from pieces of felt, drawing inspiration from local colors and natural features.
- Bi Yuu – Textile designer Marisol Centeno specializes in woven rugs and accessories, with a strong vision of quality and social responsibility with all-natural dyes and locally sourced wool.
- Rococo – Starting out as a furniture-restoration business, Rococo has developed its own over-the-top design style, blending eighteenth-century flair with fair-trade artistry in a show-room in the hip Juárez neighborhood.
- Lagos del Mundo – The home décor store touts a mission of creating simple objects made by traditional processes from Mexico. The designers collaborate with local artisans who adapt the brand's modern style with handcrafted techniques.
- ReUrbano – Responsible for the revitalization of many historic buildings in Colonia Juárez, ReUrbano is a design firm dedicated to urban regeneration through authentic and differentiated projects – one of the most recent and notable being the Milán 44 gourmet food hall.

### **SOURCING DESIGN OBJECTS AND INSPIRATION**

Whether by hunting through rows of colorful market stalls in Centro Histórico, scoring vintage furniture in artsy Colonia Roma or perusing the high-end interior design shops of Polanco, travelers can bring home a piece of Mexico City's coveted design scene.

- BLEND México – Blend is a 37,674-square-foot concept store and showroom presenting a mixture of international and domestic designer pieces. The store consists of a main level selling a variety of décor and furnishings from local and international designers and upper level dedicated to 14 design firms.
- Onora Casa – Founded by a New Yorker living in Mexico and a Mexican living in Los Angeles, Onora Casa sells textiles and home accessories made by artisans from around Mexico. Their work to rescue traditional technique has been featured in publications such as *Vogue* and *Elle*.

- Studio Roca – Located on one Condesa's most iconic streets, Avenida Amsterdam, the design store features contemporary home décor, furniture and more.
- Chic by Accident – Owned by French architect and antiques dealer Emmanuel Picault, the vintage store features a varied collection of twentieth century Mexican furniture and décor.
- Taxonomía – Located in the hip Hotel Carlota, Taxonomía allows savvy guests to shop products from 100% Mexican designers on-site and gives a nod to the hotel's design focus.
- La Ciudadela – La Ciudadela market brings together handmade crafts from all over Mexico, offering authentic goods, design inspiration and traditional handicrafts for locals and visitors at both low and moderate price points such as woven baskets, barro Negro (black clay) pottery and a plethora of decorative objects such as small, colorful wooden figures called alebrijes.
- La Lagunilla – Frequented by vintage furniture collectors and tourists alike, this flea market sells everything from rare books and second-hand objects to Art Deco furnishings on Sundays.

#### **MUST-SEE ATTRACTIONS FOR DESIGN AFFICIONADOS**

There are numerous large-scale events, museums and even academic institutions that are must-see's for design enthusiasts visiting Mexico City.

- Design Week México – Held annually in the first week of October, the eight-year-old event celebrates creativity and design with a range of activities, from exhibitions and temporary installations to interventions and talks, turning the capital into an international platform for innovation and debate. Design Week Mexico and the Government of Mexico City obtained the designation to make the city World Design Capital 2018.
- Museo Franz Mayer – The Museo Franz Mayer is dedicated to decorative arts and design. Housed in a beautiful historic building in the city center, the collection includes ceramics, silver, furniture, textiles, sculpture and painting.
- Casa Luis Barragán – The Mexican modern masterpiece was designed and inhabited by Pritzker Prize-winning Architect Luis Barragán. His former home and studio, which was converted to a museum, serves as an iconic example of Midcentury Modern architecture and design worldwide.
- ARCHIVO Diseño y Arquitectura – Housed in a Modernist home designed by Arturo Chavéz Paz and located next door to Casa Luis Barragán, ARCHIVO was founded in 2012 by Fernando Romero and Soumaya Slim as a space dedicated to collecting, exhibiting and rethinking design in its various forms. It holds a design research collection of over 1,500 objects, as well as a rich program of exhibitions and activities.
- CENTRO de diseño, cine y televisión – Mexico City's design and creative industries university campus, started in part by renowned Mexican architect Enrique Norten, is as innovative as the works of its talented students. The new LEED Platinum Campus features a black-granite and white-resin 40-foot-wide staircase designed by Dutch graphic designer Jan Hendrix.

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## MEXICO CITY FACT SHEET

With a renowned culinary scene, contemporary design boom, growth in a variety of stylish accommodations and increased airlift from North America, it's no wonder Mexico City is enjoying a renaissance. Business and leisure travelers are heading to the capital city to take in infinite, distinct travel offerings in this modern day megalopolis while talented chefs, artists, designers and philanthropists are emerging as leaders in their industry, further propelling Mexico City as a world capital.

### LOCATION

Cradled by the mountains of Mexico's central highlands, the modern capital of Mexico City thrives atop ancient and colonial ruins. Originally established as Tenochtitlan (thought to mean "growing among the prickly pears and rocks") by the Aztecs in the 14th century, today the city consists of 16 boroughs and 18 Mexico State municipalities, which together constitute the Valle de México Metropolitan Zone.

### GEOGRAPHY

Built on top of a dried up lake, Mexico City is now an urban metropolis nestled in a valley spanning 75 miles north to south and between 25 and 44 miles east to west with diverse terrain including desert, mountains, valleys, canals and forest. The capital city lies at an altitude of 7,350. As with any high altitude destination, it is recommended that travelers drink water to stay hydrated and help combat any effects.

### CLIMATE

Though geographically placed squarely in the tropics, the high elevation of Mexico City adds a chill to the air, giving the city one of the mildest climates in Mexico. The average temperature varies from 54°F in the western mountains to 61°F in the center of town. The dry season runs from November to May, and the rainy season June through October. The hottest months are usually April and May when the temperature can reach 86°F, and the coldest are December and January with temperatures at times dropping to 45°F.

### BEST TIME TO GO

Mexico City makes a great trip any time of year with mild temperatures year-round and seasonal travel deals. Travelers need not worry about visiting during the rainy season, as showers are mostly contained to brief spurts in the evenings. Temperatures rarely drop below the 50s in winter, and spring is a beautiful time to visit while the jacaranda trees are in bloom throughout the city.

### POPULATION

The metro area is home to approximately 21.2 million residents and hosts approximately 13.5 million visitors annually (based on 2016 Tourism Statistics).

### CURRENCY

The Mexican peso is the official currency. ATMs are easily found throughout the city, on the streets, at hotels and in shopping malls, but the best exchange rate is most often available at the airport upon arrival. Hotels and larger establishments accept credit cards, but smaller establishments prefer cash. It is customary to leave 10-15% tip in restaurants and bars, depending on the quality of service. For taxis, tipping is not as common, although some round up the fare.

### LANGUAGE

Spanish is the national language; however, English is commonly spoken by those in many of the city's neighborhoods – particularly in places frequented by tourists and business travelers.

### AIRLIFT

Mexico City is serviced by Aeropuerto Internacional Benito Juárez (MEX), Latin America's busiest airport. Daily flights connect Mexico City to destinations across the U.S., Canada, mainland Mexico, Central America, the Caribbean, South America, Europe and Asia. The airport is located in the eastern part of the city, approximately a 30-45 minute drive to the Historic Center, pending traffic.

Domestic Mexican airlines servicing the city include:

- Aeromar
- AeroMexico
- Interjet
- Magnicharters
- VivaAerobus
- Volaris

Airlines servicing the North American market include:

- Aeromar
- AeroMexico
- Air Canada
- Alaska Airlines
- American Airlines
- Delta Airlines
- JetBlue
- Interjet
- United Airlines
- Southwest Airlines
- Volaris

#### **TRANSPORTATION**

Numerous neighborhoods, or colonias, comprise the sprawling city. While most neighborhoods are pedestrian-friendly, commuters often rely on public transportation, taxis or car services to get to and from each neighborhood. The densely populated city is known for traffic, so visitors should plan accordingly.

- Taxi and Rideshare – Taxis are abundant (look for the pink, CDMX branded ones) and car service apps such as Uber are commonly used by locals and tourists alike, and are convenient for non-Spanish speaking visitors.
- Metro – The underground metro system has six lines, with a seventh under construction, and is an inexpensive option for getting around at just 5 pesos.
- Metrobús – Another efficient mode of public transportation, the Metrobús operates four lines and costs 6 pesos.
- Bicycles – A bike-friendly city, many residents choose to transit via their own bike or take advantage of the government's ECOBICI bike share program, also available to visitors.

#### **ACCOMMODATIONS**

As the gateway to Latin America, a major hub for international business and a top leisure destination, Mexico City has more than 600 hotels with over 52,000 rooms of all categories, including five-star international chains and full-service business hotels to chic, intimate B&Bs in historic surroundings. Many hotels popular with visitors are located in the Reforma, Polanco and Centro Histórico neighborhoods, not to mention Santa Fe for business. Mexico City boasts a hotel occupancy rate of 67% with international visitors staying an average of 2.7 days.

#### **DINING AND NIGHTLIFE**

With more than 40,000 restaurants (including two of the World's 50 Best Restaurants and several of the best in Latin America as ranked by San Pellegrino and Acqua Panna); a bounty of indigenous ingredients; farm-to-table fare and international cuisines from all over, Mexico City is renowned for its culinary offerings. Street food is an inexpensive way to get a taste of the city's traditional dishes (such as tacos al pastor, tamales and pozole) and food tours are a great way to take in the sights and smells of the vibrant markets and cantinas. In recent years, a burgeoning mixology scene has taken hold, with hot spots like Licorería Limantour being named one of the world's 50 best bars. There are a variety of options to imbibe – from artisanal mezcal to Mexican wine and beer, to pulquerías serving the traditional fermented beverage in a variety of fruit flavors, to upscale bars and speakeasies incorporating local ingredients into artful cocktails.

#### **ARTS AND CULTURE**

Spanning centuries, Mexico City is richly steeped in history from its Aztec ancestry to Spanish colonialization to Post-Mexican Revolution time period. Thus, arts, culture and historical sites abound, offering visitors the opportunity to explore pre-Hispanic sites like the Templo Mayor Aztec ruins and some of the world's leading contemporary art museums all in the same day. Mexico City offers a flourishing community of fine and contemporary arts, music and theatrical venues. Home to hundreds of museums (over 150) and art spaces (over 100 contemporary art galleries), and the birthplace of legends such as Frida Kahlo, art can be found in many forms throughout the city. Cultural experiences span exhibits, galleries, cinemas and performances from Ballet Folklórico de México to Lucha Libre.

The city boasts four UNESCO World Heritage sites: Historic Centre of Mexico City (Centro Histórico), Xochimilco floating botanical gardens, Central University City Campus of the Universidad Nacional Autónoma de México (UNAM), and Casa-Estudio Luis Barragán. The capital hosts a number of world-class events and festivals annually, from the celebrated ZonaMaco art fair to international sporting events such as Formula 1 and National Football League (NFL). A great starting point for any visitor's first trip to the city is Futura CDMX, a new museum showing the amazing transformation of the Mexican capital over time, reflecting on its past, present and future.

#### **SHOPPING**

Colorful markets, designer boutiques, upscale department stores, vintage shops and flea markets offer a multitude of options for visitors looking to shop inexpensive souvenirs or the city's latest trends. Street markets such as La Ciudadela and Bazaar del Sabado are lined with vendors selling traditional handicrafts and goods from around Mexico, perfect for design inspiration and artisanal products. Trendsetters can head to Colonia Roma to peruse boutiques selling home décor, vintage furniture and wares from up-and-coming and established Mexican designers. A stroll down the manicured Avenida Presidente Mazaryk (referred to as the Rodeo Drive or Fifth Avenue of Mexico City) includes high-end interior design shops, international fashion houses such as Ferragamo and nearby, the 125-year-old luxury department store Palacio de Hierro.

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## WHAT'S HAPPENING IN MEXICO CITY

*Major Festivals and Events Abound in Mexico's Capital this Year*

Mexico City is home to many colorful and exciting events throughout the year, from centuries-old traditions to modern-day festivals on a World Capital stage. With major events taking place almost monthly – spanning arts, culture and music to world-class sporting events – there is never a dull moment to be found.

### **CULTURAL EVENTS & FESTIVALS**

Some of the most notable cultural events and festivals taking place in Mexico City this year include:

- **Material Art Fair (February 9-12, 2017)**  
Material Art Fair is Mexico City's only contemporary art fair dedicated to emerging practices. In 2017, the 4th edition took place at Expo Reforma from February 9th – 12th and was expanded to feature a highly selective group of 50 international galleries, non-profits, artist-run and independent spaces. The Mexico City-based architectural studio, APRDELESP, has designed a new, open layout for this next edition in which all gallery spaces are situated around a central courtyard, so that the fair's visitors will be able to flow freely from one space to another. 2018 dates to be announced.
- **Zona Maco México Arte Contemporáneo (February 8-12, 2017)**  
Zona Maco México Arte Contemporáneo, Latin America's most important contemporary art fair brings collectors, specialists, galleries and artists from across the globe to Mexico City each February. The concept for this Mexican contemporary art fair began in 2002 as MUESTRA, first appearing in the city of Monterrey, and then as MUESTRA 2 in Mexico City. Founder Zélica García recognized the need to extend the art market and go beyond the Mexican borders. Since 2004, Zona Maco has been based in Mexico City. Today, this celebration is the epicenter of contemporary art, diverse museums, and public and private cultural institutions; there are also many activities and events meant to disseminate the varied expressions of the fine arts. The 2017 events were held February 8-12. 2018 dates to be announced.
- **Mextrópoli Architecture Festival (March 5-8, 2017)**  
MEXTRÓPOLI is the First International Festival of Architecture and City in Latin America, and depicts Mexico City as the epicenter of architecture as well as a leader in creative transformation through cultural and tourist activities. This cultural project encourages and promotes urban regeneration and dissemination of artistic heritage in the city, and serves as the link between architects, designers, urban planners, sociologists, anthropologists, artists and the general public. The festival plays host to prominent industry people worldwide by bringing together leading critics, theorists and practitioners. The 2017 events were held March 5-8. 2018 dates to be announced.
- **Sabores Polanco Gastronomic Festival (April 1-2, 2017)**  
This festival brings together Mexico City's culinary scene and passion for food to create a fun and unique experience through Sabores Mexico Food Tours. Sabores Polanco was founded so the public can experiment with Mexican flavors, architecture and culture in an enjoyable and different way. Mexico is known for many things but Mexican cuisine is, perhaps, the most famous around the world, and more since its distinction in 2010 as an Intangible Cultural Heritage by UNESCO. The 2017 festival took place April 1-2. 2018 dates to be announced.



- **Mercedes Benz Fashion Week (April 23-28, 2017)**  
The MBFWMx, which marked its eleventh anniversary in 2017, has become the country's best-known fashion platform. From its ranks have come designers who have managed to project internationally as Alexia Ulibarri, Lydia Lavin, Alejandra Quesada and Alejandro Carlin. Others have opened their own boutiques or outlets online and some departmental stores, such as Saks, invite them to market their collections. Shows are held twice a year, in April and October. The most recent show was held on April 23-28, 2017 when the Fall/Winter 2017 seasons were presented. In October 2017, the Spring/Summer 2018 collections will be presented.
- **Festival Marvin (May 18-20, 2017)**  
Celebrating its seventh year in 2017, Festival Marvin is an eclectic music, arts and cinema festival featuring more than 50 different artists and industry professionals in various venues across the Roma and Condesa neighborhoods. Everything from musical performances to stand-up comedy, film screenings and art galleries to educational seminars can be found throughout the three-day festival. The 2017 events were held May 18-20, and the 2018 dates are still to be announced.
- **Día Internacional de los Museos (May 11-31, 2017)**  
The United Nations Educational, Scientific and Cultural Organization (UNESCO) has declared May 18 each year to be International Museum Day. On this day, more than 120 museums are open to the public with the purpose of educating citizens on art preservation, history and culture.
- **Macabro International Horror Film Festival (August 17-27, 2017)**  
Nearly 35,000 people attend this annual festival which celebrates a mix of new, independent horror films along with the classics and cult-following flicks. Created in 2002 by its director Edna Campos and Arturo Castelán as Macabro: Festival of Horror in Film and Video, is now a must for movie lovers and audiences eager to learn about the national and international audiovisual horror culture, its creators and its many manifestations.
- **Gallery Weekend (September 21-24, 2017)**  
In September, 34 galleries and independent venues will spotlight 40 art exhibitions with works by 74 artists throughout the city during Gallery Weekend, showcasing a variety of great artistic works and the city's creative minds.
- **Zócalo International Book Fair (October 2017 dates TBC)**  
Each year, over 300 exhibitors present published works from over 700 publishing houses at this fair in the metropolis' main square, the Zócalo, for the Zócalo International Book Fair attracting thousands of readers and collectors alike.
- **Abierto Mexicano de Diseño Festival (October 2017 dates TBC)**  
An international festival dedicated to celebrating all aspects of design, this program covers all disciplines such as graphic design, architecture, fashion, industrial design and more. Taking place during the festival are a number of cultural and trade shows, conferences, presentations, screenings, workshops, parties, tours and outdoor events in the Historic Center of Mexico City.
- **Design Week Mexico (October 4-8, 2017)**  
Founded in 2009 by Emilio Cabrero, Andrea Cesarman, Marco Coello and Jaime Hernández, Design Week Mexico aims to promote creativity and design as catalysts for social change. Throughout its 8-year history, Design Week has offered a varied program with a wide range of exhibitions, architecture pavilions, conferences, installations and documentaries that generate a dialogue between professionals, students and the general public alike.
- **DocsMX International Documentary Film Festival (October 12-21, 2017)**  
2017 marks the 12<sup>th</sup> annual DocsMX International Documentary Film Festival of Mexico City. As one of Latin America's most important film events, this festival exhibits nonfiction films while also honoring new, contemporary filmmakers and the best works from around the world.

- **Día de Muertos (November 1-2, 2017)**

Día de Muertos (Day of the Dead), one of Mexico's best known holidays and most celebrated events in Mexico City, takes place annually on November 1<sup>st</sup>-2<sup>nd</sup> and is celebrated widely throughout the city over the course of a week. Situated atop ancient and colonial ruins, the metropolis of Mexico City blends historic traditions and contemporary culture during the Day of the Dead, which is a celebration honoring departed loved ones. Festivities include a parade through the Zócalo, the city's main square, candlelight rituals, time-honored ceremonies, street fairs and lively performances throughout the various Mexico City neighborhoods.

#### **MAJOR SPORTING EVENTS**

Internationally-renowned organizations are choosing Mexico City as host to major annual sporting events, including:

- **NBA Regular Season Games (January 12 & 14, 2017)**

The National Basketball Association (NBA) hosted two consecutive regular-season games in Mexico Jan. 12 and 14, 2017 with the Phoenix Suns taking on the Dallas Mavericks and San Antonio Spurs, respectively, at the Mexico City Arena. The games marked the first time the league hosts two regular-season contests in Mexico in the same season. Plans for 2018 games are to be announced.

- **WGC-Mexico Championship (March 2-5, 2017)**

In 2016, the PGA (Professional Golf Association) announced they were moving the annual World Gold Championship from Miami to Mexico City, in a seven-year agreement with Group Salinas to be the title sponsor for the newly-named WGC-Mexico Championship. The 2017 event was held at the Club de Golf Chapultepec from March 2-5. 2018 dates to be announced.

- **Longines Global Champions Tour (April 6-9, 2017)**

The Longines Global Champions Tour brings together the Top 30 ranked show jumpers in the world to compete in prestigious locations for unprecedented prize money. In 2017, Mexico City had the honor of opening the season by hosting round 1 of the competition, April 6<sup>th</sup> - 9<sup>th</sup> at Campo Marte, an equestrian venue located in heart of the city, on Paseo de la Reforma, next to the National Auditorium in Chapultepec Park, which previously hosted Olympic Games dressage and individual jumping events. This was the second Longines event in Mexico City. In 2016, the circuit expanded to Mexico's capital, welcoming thousands of new fans and spectators lining the grassy arena to witness stars of show jumping in action.

- **Lorena Ochoa Match Play (May 4-7, 2017)**

Mexico's own Lorena Ochoa, who was the #1 ranked female golfer in the world for several years, organizes this annual LPGA event in Mexico City. In 2017, the Lorena Ochoa Invitational will transition into a match play tournament and will move from the fall to the spring on next year's schedule. Previously played in November, the newly named Lorena Ochoa Match Play will take place May 4-7, 2017 and will become the Tour's lone official match play event. The field will feature 64 players competing for a purse of \$1.2 million at Club de Golf México in Mexico City, which has served as the tournament site for the Invitational since 2014. The event will also mark the first match play tournament on the Tour's schedule since the Sybase Match Play Championship in 2012.

- **Telcel Mexico City Marathon (August 27, 2017)**

The Telcel Mexico City Marathon is a joint project made possible by the Mexico City Major and the Sport Institute of Mexico City. Now in its 35<sup>th</sup> year, the race will take place on August 27, 2017 and follow the 1968 Summer Olympics route starting in the Juárez Monument in Alameda Park and finishing in the Olympic Stadium. Over 35,000 runners from all over the world are expected to participate.

- **Formula 1 Mexican Grand Prix (October 27-29, 2017)**

The Mexican Grand Prix is a Fédération Internationale de l'Automobile sanctioned auto race held at the Autódromo Hermanos Rodríguez in Mexico City named after Mexico's famous racing brothers and F1 trailblazers Ricardo and Pedro Rodríguez. It first appeared as a non-championship event in 1962 before being held as a championship event from 1963-1970 and 1986-1992. The Grand Prix returned in 2015 at the Mexico City circuit and in its third year, has quickly become one of the most electrifying races on the Formula 1 calendar.

- **NFL Football (November 19, 2017)**

On November 21, 2016, the NFL hosted a Monday Night Football matchup between the Houston Texans and Oakland Raiders at Estadio Azteca. Played in front of a sold out crowd of 76,000 fans, it was the first NFL regular season game held in Mexico City since 2005 and the first-ever Monday Night Football game played outside of the United States. The NFL will return to Mexico City in 2017 when the Oakland Raiders host defending Super Bowl Champions, the New England Patriots on Sunday, November 19, 2017.

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## WHERE TO STAY IN MEXICO CITY

*From Boutique Properties to Full-service Business Hotels to Intimate Inns, Mexico City Offers a Variety of Accommodations for Every Type of Traveler*

A major business hub and top leisure destination, Mexico City offers more than 600 accommodation options with more than 53,000 rooms from five-star international chains to full-service business hotels to chic B&Bs. Whether travelers are looking to extend their layovers on business trips or plan a quick weekend getaway, Mexico City's accommodations can suit every traveler's needs. With amenities, such as full-service spas, on-site fine dining, bars and nightclubs and large meeting spaces, Mexico City range of accommodations are suited for every experience imaginable.

### FULL-SERVICE HOTELS

Whether visiting the sprawling metropolis for the first time, on a honeymoon or bachelor/bachelorette party or traveling for business, the city's full-service hotels to cater to a variety of travelers' needs.

- St. Regis Mexico City – a luxe, modern hotel popular among business travelers with views of the capital city's famous Diana the Huntress fountain and situated on the Paseo de la Reforma, which has been modeled after the great boulevards of Europe.
- Live Aqua Mexico City Hotel & Spa – located in upscale Bosques de las Lomas, only 10 minutes from the Santa Fe financial district, Live Aqua offers luxe accommodations in a stylish atmosphere with one of the city's top spas for ultimate relaxation.
- W Hotel Mexico City – a sleek, modern hotel located off Reforma in the trendy Polanco neighborhood, with design awash in the painterly colors of Frida Kahlo and Diego Rivera.
- Hilton Santa Fe – recently opened in Santa Fe, the newest and most modern district of Mexico City. Perfect for business travelers, the hotel is near the vibrant SAMARA complex, close to Expo Santa Fe and many national and international companies and corporations.
- Downtown Mexico – housed in a 17<sup>th</sup> century building with a stone staircase and churchlike touches for just under \$200/night, this upmarket, trendy hotel is just a 5 minute walk from the Zócalo, the city's main square. It's ideal for local exploration by foot and offers quick access to other neighborhoods via the nearby metro station.
- Hotel Geneve – located just a few steps from Paseo de la Reforma, and a short distance from the U.S. and British Embassies, shopping and business centers, this European style hotel offers elegance along with modern facilities and excellent service.
- La Valise Hotel – a luxurious small hotel featuring four guest suites, and an urban refuge currently considered one of the hippest stays in Mexico City. It is located inside an early 20<sup>th</sup> century French-style building in leafy Colonia Roma, a neighborhood teeming with contemporary art galleries, independent boutiques, great restaurants and trendy nightlife venues.
- Gran Hotel de la Ciudad de México – an early 20<sup>th</sup> century grand dame, complete with a stained-glass ceiling in the lobby and gilded open elevators, and located on the Zócalo plaza
- Le Meridien – the luxurious 5-star property is conveniently located on Reforma. In addition to 160 suites, Le Meridien offers several dining options, including the French restaurant C'est La Vie.
- Marquis Reforma – a Leading Hotels of the World property, this luxurious hotel features Art Deco-inspired suites, views of Chapultepec Park and an upscale spa.
- Camino Real – known for architect Ricardo Legorreta's bright modernist design, the iconic hotel is a favorite among both business travelers and tourists. The property includes restaurants and bars, as well as upscale meeting rooms that attract many locals throughout the whole year.
- Presidente InterContinental Santa Fe – located near the Expo Santa Fe México convention center, this is the highest building in Santa Fe with 27 stories and newly renovated rooms outfitted with Herman Miller chairs, wireless internet and working desks ideal for business travelers.
- Hyatt Regency Mexico City – located in Polanco, just a short stroll from the Anthropology Museum, the hotel is popular among the business crowd with state-of-art meeting and conference rooms, just a short stroll from the
- Ritz Carlton – this luxury hotel chain recently purchased property and began construction for a new skyscraper hotel in Mexico City opening in 2019.
- Krystal Grand Reforma – newly renovated and popular for meetings with 489 deluxe rooms and suites including floors specially designed for large meetings and banquets.

- Four Seasons Hotel Mexico City – just steps from Chapultepec Park and the exclusive Polanco neighborhood, the luxury Four Seasons Mexico City has undergone a \$14 million renovation, which provides updates to its guest rooms, meeting rooms, and public spaces.
- JW Marriott Hotel Mexico City – here you will find unparalleled luxury in the heart of Polanco neighborhood. Dinner or breakfast at Brasserie Lip restaurant will make your stay worthwhile

#### CHIC BOUTIQUES

Perfect for design lovers and those seeking more of an intimate experience, trendy boutiques can be found in vibrant neighborhoods such as Condesa and Polanco.

- Condesadf – a modern design hotel with stylish, colorful rooms in the bohemian neighborhood of Condesa
- Hippodrome Hotel – housed in a spectacular Art Deco building in La Condesa, this stylish hotel features 16 carefully appointed guestrooms. The name is derived from the neighborhood's equestrian past and its noir-style décor nods to the glamor of 1930's Mexico City.
- Maria Condesa Hotel & Suites – a cozy, newly renovated hotel with a highly attentive staff in the Condesa neighborhood.
- Las Alcobas – the former residence is now a sophisticatedly designed boutique hotel in the heart of the Polanco district. Crafted into a series of private intimate alcoves, it reflects its Spanish namesake, "Alcobas".
- Lumina Luxury Suites – a 12-suite boutique hotel in the posh Polanco neighborhood designed with stylish mid-century furnishings and artwork
- Hotel Carlota – located in a mid-century building renovated by JSa Arquitectos, this design-oriented hotel features a glass enclosed lobby pool, popular restaurant and décor objects and furnishings by Mexican designers
- Hotel Habita – Mexico City's first design hotel remains a firm favorite for visitors and locals alike, and features a pool deck and rooftop terrace.

#### BED & BREAKFASTS

Travelers on a budget or those seeking a more traditional experience will find that B&Bs offer comfort and hospitality in historic surroundings.

- The Red Tree House – named for its red holiday lights that remain year-round, The Red Tree House was built in the 1930s in the vibrant neighborhood of Condesa, and has been home to artists, writers, painters and actors.
- Stella Bed & Breakfast – built in Condesa in 1930 by architectural great Francisco Serrano, Stella B&B was restored in 2010. Today it retains its character, including original design finishes and furniture that blends Art Deco with other vintage styles. There are seven guestrooms: four in the main house and three in a separate guest house
- El Patio 77 – Mexico City's first eco-friendly breakfast, El Patio 77 utilizes harvested rainwater, solar water heaters, energy-efficient appliances and recycled, vintage furniture.
- Casa Goliana – with locations in La Roma and San Angel, this trendy bed and breakfast offers prime positioning to explore two of Mexico City's most beloved neighborhoods and is more in keeping with a boutique hotel.

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## MEET IN MEXICO CITY

*Location, Flexibility, Attractions and Accommodations Make Mexico's Capital an Epicenter for the MICE Industry across the Americas*

A thriving metropolis and the heart of Mexico's business, arts, culture and education industry, Mexico City is an ideal destination for meetings and conventions. A variety of facilities across the city serve host to thousands of conventions, expositions, trade shows and business meetings of all sizes each year. And, with vast art, culture and culinary offerings, meetings attendees have much to enjoy in this cosmopolitan city. Ahead are a few reasons why meeting planners should consider Mexico City for their next convention, business meeting or event.

### KEY FEATURES

- **Easy access:** Mexico City boasts an unrivaled geographic location in central Mexico conveniently connecting travelers from North and Latin America. An easily accessible destination, more than 150 direct flights travel to Mexico City each day from international locations – and those numbers are increasing daily. More than a dozen U.S. and Canadian cities offer daily nonstop flights operated by Delta, Aeromexico, United Airlines, Jet Blue, Southwest, Air Canada and American Airlines among others. Mexico City Benito Juarez International Airport is just eight miles from the downtown area, and easily accessible by public transportation. Mexico City also has more than 130,000 taxis – more than 10 times the amount in New York City – and a bike share program that makes getting around the city a breeze.
- **Wide range of meeting venues and attractions:** The diverse and dynamic nature of the city offers visitors unique and unforgettable experiences, from modern convention centers and hotels to historic parks and palaces, accommodating gatherings of any size. Mexico City also features more than 150 museums, 30 distinct architectural and historic sites and hundreds of theaters and galleries, parks, stadiums, auditoriums, arenas, cinemas, religious centers, monuments, restaurants and night clubs, among other attractions. And, the city has more than 50,000 hotel rooms across a wide range of accommodation offerings, from boutique properties situated in historic buildings to prestigious, international chains.
- **Temperate year-long climate:** Though geographically placed squarely in the tropics, the high elevation of Mexico City adds a chill to the air, giving the city one of the mildest climates in Mexico. The average temperature varies from 54°F in the western mountains to 61°F in the center of town. The dry season runs from November to May, and the rainy season June through October. The hottest months are usually April and May when the temperature can reach 86°F, and the coldest are December and January with temperatures as low as 45°F.
- **Experience with large meetings:** Mexico City has the resources to host large-scale conferences and events. The city's modern convention centers can welcome up to 50,000 visitors at one time. Proudly, Mexico City has won nominations to host major international events such as the Second International Conference on Learning Cities of UNESCO (2015), Global Wellness Summit (2015), Formula 1 Grand Prix Mexico City (2015, 2016), C40 Mayors' Summit (2016), World Congress of Cardiology (2016) and FIFA Congress (2016), to name a few.
- **Planning resources:** The Mexico Tourism Board is available to help guide the planning process, from assistance with logistics to recommendations for venues, vendors and steps to securing necessary permits.

## NEIGHBORHOODS PRIME FOR MEETINGS

- **Santa Fe:** The most modern neighborhood located on the western side of Mexico City, Santa Fe is home to the Expo Santa Fe which boasts 348,750 square feet of space and hosts up to 2,600 visitors. Nearly 2,300 hotel rooms accommodate visitors in this region.
- **Polanco:** This lux neighborhood offers high-end shops and corporate offices as well as the largest meetings center in the region, Centro Citibanamex with 366,000 square feet. More than 3,800 hotel rooms accommodate visitors in this region.
- **Reforma:** A historic section of the city, Reforma offers Expo Reforma (242,188 square feet) and the Hilton Convention Center (the only hotel in Mexico City with a Convention Center and capacity to host up to 2,000 visitors) as venues, with more than 8,000 hotel rooms to accommodate visitors.
- **Insurgentes:** This very walkable neighborhood in southern Mexico City features the World Trade Center Mexico City and Pepsi Center, both of which host a combined 1,300 events per year using their 322,917 square feet of space. The neighborhood offers approximately 1,800 hotel rooms.
- **Airport area:** Easily accessible to international visitors, the area surrounding Mexico City's airport offers Palacio de los Deportes, an indoor arena that can welcome more than 20,000 visitors at one time. The arena also hosts international concerts from U2 to Katy Perry, soccer matches and basketball games. Airport area hotels comprise roughly 2,200 rooms.
- **Azcapotzalco area:** In the northeastern part of the city, and close to TecnoParque, Azcapotzalco is an innovative business park considered as one of the largest office developments. The area features the Mexico City Arena, an entertainment venue which accommodates 22,300 people for concerts and sporting events such as the NBA Global Games Mexico City 2017.

## DISTINCTIONS

- **No. 1 Place to Go by The New York Times:** In 2016, Mexico City received the distinguished recognition of being the number one place on *The New York Times*' "52 Places to Go" list. Touted as "a metropolis that has it all," Mexico City topped the list for its renowned culinary scene, distinct neighborhoods, forward-thinking design offerings, improved safety and increased airlift.
- **2016 Most Googled Destinations:** According to Google's "Travel Trends 2016" report based on search data, Mexico City was among the top ten most searched cities in the world.
- **San Pellegrino & Acqua Panna's World's 50 Best Restaurants:** In 2017, two of Mexico City's restaurants were named to San Pellegrino & Acqua Panna's exclusive ranking of The World's 50 Best Restaurants, while six restaurants were named to the 2016 Latin America's 50 Best Restaurants (2017 Latin America awards will take place in September of this year).
- **No. 37 in Most International Events 2015:** Mexico City is ranked No.37 worldwide and No. 8 in Latin & North America out of 384 destinations for hosting international events in 2015. Since 2013, Mexico City has moved up 20 spots in the list, ranked above cities in the U.S. such as New York (44) and Chicago (62).
- **Recipient of Marketplace Excellence Award:** The Mexico City Tourism Board was recognized by Meeting Professionals International with the Marketplace Excellence Award – which celebrates innovation and creativity in the development, planning and delivery of effective business-to-business opportunities – as part of the HEEL Awards in June 2016 from the MPI Mexico Chapter.

- **World Design Capital 2018:** In 2015, the Government of Mexico City won the designation as World Design Capital 2018, making Mexico City the sixth city globally and the first from the Americas to receive the title. Designated every two years, World Design Capital is awarded to cities that effectively leverage design to improve the lives of their citizens.

Named the number one destination on *The New York Times* "52 Places to Go" list in 2016, Mexico City is a world capital welcoming more than 12.5 million visitors a year who come for its renowned cuisine, vibrant culture, rich history, trendy neighborhoods and modern day travel offerings. The ancient capital combines pre-Hispanic, colonial and contemporary influences spanning nearly seven centuries, and is home to 30 distinct architectural and historic sites. Yet the city is more cosmopolitan than ever, with more than 150 museums and 100 contemporary art galleries, some of the world's most celebrated fine dining establishments, a range of design-forward accommodations and several international festivals and events attracting sophisticated jetsetters from around the world. For more information, news and updates on travel to Mexico City follow @MexicoCityLive on Facebook, Twitter and Instagram.

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## **DISCOVERING MEXICO CITY'S ECLECTIC NEIGHBORHOODS**

*A Variety of Diverse and Colorful Neighborhoods Showcase the City's Culture, Character and Charm*

Mexico City is a sprawling metropolis bursting with a vibrant personality that blends the old and new. There are over a dozen distinct neighborhoods or "colonias" – each with their own character and attractions. From the trendy Roma to the upscale Polanco, artsy Coyoacán, up-and-coming Juárez, and Historical Center, there is a new experience around every corner.

Mexico's mesmerizing colonias have a fit for every lifestyle, but, navigating this mega city can be a daunting task. Here you'll find an introduction on some of the city's most notable areas to help narrow down where to begin your exploration.

### **CENTRO HISTÓRICO**

For a glimpse into Mexico City past and present, visitors can stroll through the heart of the capital, the Centro Histórico neighborhood, a UNESCO world heritage site featuring landmarks and streets that have evolved over the years. Here travelers will find prominent examples of the city's history in the varying architecture and layout. The main plaza, the Zócalo, is the perfect starting place for exploration around this neighborhood. Don't miss the 16<sup>th</sup> century constructed cathedral, Catedral Nacional; Mexico's seat of Government, Palacio Nacional; or the ancient ruins of the Aztec's most important temple, Templo Mayor. Some buildings in Centro have been renovated in the last decade and today house cultural centers, world-class restaurants and bars. Pedestrian streets like Regina, Madero and 16 de Septiembre preserve that inimitable air of history, yet invite the unsuspecting visitor to rediscover a part of the city that refuses to grow old.

### **ROMA**

An essential part of the city's cultural and gastronomic life, the adjacent Roma and Condesa neighborhoods are home to Mexico City's trendy and creative. The area overflows with diverse dining options and alluring nightlife possibilities, as well as varying architectural styles and bold design. A century ago, when La Romita was a wealthy town of grand mansions, no one would have guessed that by the turn of the millennium, it would be the hipster part of town. These days, its neoclassic, beaux arts and art nouveau-style buildings, squares and tree-lined boulevards abound in restaurants, galleries, bars, foodies, artists and young people looking for a good time.

### **CONDESA**

Some 20 years ago, Condesa was a quiet neighborhood. But in the mid-nineties, its central location began drawing a new crowd. Publicists, designers and artists settled in, and soon its streets were abuzz with cafes, restaurants, bars and shops. Today, Condesa is a must-visit spot for a good gauge of what's happening and trendy in Mexico City. Whether strolling past immaculately tended public gardens and art deco architecture, grabbing coffee at a sidewalk café or perusing one of the many clothing and design boutiques, the Condesa neighborhood appeals to visitors seeking culture and style in a relaxed setting.

### **REFORMA AND CHAPULTEPEC**

With quaint cafés, historic architecture and intriguing museums dotted throughout the area, the Reforma – Chapultepec area is the perfect stay for arts and culture enthusiasts. Chapultepec Park is commonly known as one of the most dynamic green spaces on the planet and is filled with museums, as well as zoological gardens and three sprawling lakes. Paseo de la Reforma, once a road for governors and a residential zone back in the early 20<sup>th</sup> century, is a grand, leafy boulevard which showcases the city's French influences and most recognizable monuments. Today it remains the city's main thoroughfare, providing easy access to the charming days of Cuauhtémoc district and the lively nights of the Juárez district and Zona Rosa. On Sundays from 9 a.m.-2 p.m., Paseo de la Reforma is car-free, allowing visitors and locals alike to ride bikes or walk in the street and discover a more intimate view of the charming neighborhood.

### **POLANCO**

Within close distance to Reforma and Chapultepec by car and one of the city's main and most prestigious financial, business and shopping districts, Polanco also serves as home to a range of Mexico's most important businesses and embassies. Originally, it was for people who wanted to live close to the city (what is today downtown Mexico City) but without all the hustle and bustle. Today, it's full of restaurants, bars, cafes and high-end shopping. Residents and visitors alike can balance business and leisure with retail therapy due to the proximity to designer shops such as Ferragamo, Hermes and Gucci along Avenida Presidente Masaryk (often compared to Rodeo Drive or Madison Avenue) and the nearby Antara Polanco Shopping Center, which houses more high-end shops, restaurants and cantinas. For a glimpse at how the landscape of Polanco has changed, walk along Miguel de Cervantes Saavedra where you'll find the architecturally distinct Soumaya Museum and Jumex Museum. Inside the Soumaya Museum, visitors will find featured collections spanning the fifteenth through twentieth centuries, while contemporary works are displayed throughout the new Jumex Museum across the street.

### **JUÁREZ**

Colonia Juárez is Mexico City's hottest neighborhood of the moment. Its residents, all kinds of creative people such as chefs, artists and designers, are revitalizing the area and helping inject new energy back into this old district of the city with hip restaurants, mixology bars and galleries. Bordered by three of the main city arteries - Insurgentes, Paseo de la Reforma, and Avenida Chapultepec - it's incredibly accessible to young chilangos (a demonym for residents of Mexico City) from all over the city, even proclaimed by some to be the newer, better version of its trendy neighbor to the south: Roma. Its buildings reflect a former splendor that dates back to the days of President Porfirio Díaz at the turn of the 20th century when it was called Colonia Americana.

### **ZONA ROSA**

Just west of the city's historic center, Zona Rosa is known for its shopping, nightlife, gay community and its more recently established Korean community. Originally created as a residential district for wealthy foreigners and residents looking to move from the city center, the development of the area stalled during the Mexican Revolution in the early 1900s. It was later revitalized by artists, intellectuals and the city's elite in the 1950s, which gave it a bohemian reputation and attracted exclusive restaurants and clubs. The area saw another decline in the 1980s but has since been preserved and rehabilitated as a major shopping and nightlife district. Today, streets named after European capitals and remaining European style mansions are a testament to the area's immigrant origins. Neoclassical buildings, eclectic shops, buzzing nightclubs and eateries, as well as its diversity, contribute to Zona Rosa's appeal.

### **SAN ÁNGEL**

This historic neighborhood to the south of the city was once a retreat for wealthy city residents. It is home to picturesque townhomes, wide cobblestone streets, ancient churches, plazas and distinguished museums, such as the Casa Estudio Diego Rivera y Frida Kahlo. Travelers can visit the one-time studios of Diego Rivera and Frida Kahlo, then head next door for a bite to enjoy an authentic Mexican lunch in the lush courtyard of the San Angel Inn. Every Saturday, the Bazar del Sábado opens its doors to locals and tourists seeking handmade Mexican goods from clothing to jewelry. Outside, vendors and street artists line Plaza Jacinto selling local art.

### **COYOACÁN**

Visiting the south of Mexico City is like taking a trip back in time. Coyoacán was the first official suburb of Ciudad de México before it was incorporated into the city in 1928. Designated as one of the city's "Magic Neighborhoods," Coyoacán offers beautiful tree-lined cobblestone streets, and colonial-era estates hidden behind high walls. It houses several main attractions, including the lush Vivero Coyoacán, the city's tree nursery and a public park; the Universidad Autónoma de México (UNAM), the largest university south of the U.S. and a UNESCO World Heritage Center; and two side-by-side public squares, Plaza Jardín Hidalgo and Jardín Centenario, which attract both residents and tourists alike. Museo Frida Kahlo is also located in Coyoacán, offering visitors an opportunity to see the environment where she grew up and then shared with Diego Rivera in some periods of their life together.

**XOCHIMILCO**

Also situated in the southern region of Mexico City, Xochimilco is one of Mexico City's four UNESCO world heritage sites. This borough of the capital city features hundreds of colorful boats, called trajineras that float along the canals of Lake Xochimilco. Popular for weekend outings, family get-togethers and celebrations, colorful gatherings are often held here. Once used for transporting goods, these trajineras are now primarily utilized for tourism and are available for various group sizes. There are many different ways to explore Xochimilco, including an intimate ride with a relaxing picnic past floating gardens called chinampas, Mexico City's original farm-to-table food growing system, and the famous island of dolls. Within the neighborhood, beyond the canals, visitors will also find some of Frida and Diego's most famous works at Museo Dolores Olmedo.

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## MEXICO CITY IN STYLE – WHERE TO STOP, AND SHOP

*From colorful, open air markets abundant with traditional Mexican creations, to upscale boutiques offering the latest international trends, Mexico City is truly a shopper's paradise*

Mexico City, a thriving metropolis known for its culinary, design and art scenes, has another emerging industry garnering attention: fashion. The city boasts numerous shopping districts that offer products and services catering to every taste and budget. Each neighborhood throughout the city has its own distinct personality and vibe which local designers embrace and embody in their creations. The outcome is signature pieces you can't find anywhere else.

Markets thrive around the city offering everything imaginable. High-end shops in Polanco feature high-end designer shops like Ferragamo, Hermes and Christian Dior, while more unique and independent shops can also be found scattered throughout the neighborhood. Specialty shops in the Historical Center stock books, electronics and musical instruments. Fashion designers have set up shop in hip neighborhoods such as Condesa and Roma, where boutiques abound with trendy clothing from Mexican designers. Artists and designers are bringing fresh energy back to the old district of Juárez where local Mexican arts and handicrafts are sold from all over the country.

Here are a few of Mexico City's shopping hot-spots that are spicing up style in Mexico's capital:

### TRENDY BOUTIQUES & CONCEPT STORES

Chic boutiques showcase unique styles, up-and-coming trends and interesting techniques through wearable pieces of design and art.

- Córdoba 25 – shopping center with boutique stores like Naked Boutique, Avery, Apt 25, Machete and Casa Bosque
- Goodbye Folk – boutique store offering custom made shoes, unique clothing and grooming tools
- Trafico Bazar – boutique store that first opened in 2009 selling all things urban including t-shirts, terrariums, men's wear, leather goods, accessories, kitchenware and Kocheua products
- 180 Grados – Mexican-high-end clothing and accessories, from shoes, books and sunglasses to jewelry, bags and imported bikes
- Carmen Rion – colorful, one-of-a-kind apparel that focuses on fine, natural fibers for blouses, skirts and guayaberas
- Daniel Espinosa – centuries-old techniques are applied to create bold, contemporary jewelry
- Lago D.F. – boutique born in 2013 out of a partnership between Regina Barrios, designer of Ishi and Alessandro Cerutti of Boca MMXII. Collection includes women's clothing, jewelry, home décor, leather goods and bags
- Onora Casa – a project founded by Maggie Galton and Maria Eladia Hagerman to rescue traditional techniques, expanding the market for artisans by refining their craft and to promote this work internationally. Onora Casa is the blend of a New Yorker living in Mexico and a Mexican designer living in Los Angeles, creating designs inspired by all of those cultures in one.
- Taxonomía – design-driven boutique carrying jewelry, clothing and pottery on the ground floor of the noteworthy design hotel, Hotel Carlota
- Common People – fashion and lifestyle concept store from husband and wife Max Feldman and Monica Biringer. Their latest outpost, Uncommon Market, is a three-level store which includes jewelry, skin-care products and indie-cool lines.
- Lemur – imported brands selected with good taste: Vans, Dr. Martens and Caminando, shades sombreros, clothes for dogs and kids, bicycles and everything else sophisticated shoppers might possibly need.
- Only The Young Die Young – this design store works with local craftsmen as part of a concerted effort to ensure their survival in this age of mass production. All the furniture is made with natural materials obtained from renewable sources.
- Peculiar Objects – secondhand clothes from the 1960s and 70s selected with an eagle eye and a penchant for lasting beauty.

- Robin Archives – frustrated at the lack of variety in bags and luggage sets on the market, Paola Vilorio and Laura Olivarri decided to create their own brand of accessories that reveals their nostalgia for classic 1920s style.
- Kardigan – this trendy boutique features Mexican and international designers in addition to their own brand designs offering fresh and innovative fashion. The shop has three different spaces, womens, mens and also a section for dress rentals.
- Under the Volcano Books – tiny, but with a good selection of books in English, this store is hidden in the labyrinthine hallways of the American Legion.
- Proyecto Fusion – the Bazar Fusión design project has found a new home in the Juárez district. The work of several designers is displayed in each room, and on weekends things liven up with pop-up restaurants.
- RIP Rosa Pistola – Founded in 2012 by Rosa Pistola, R+P is a boutique based in Mexico City focused on 100% Mexican designed streetwear and limited collection pieces.
- Blend – if you're thinking of redecorating, this concept store is a great source of inspiration: a showroom spanning three floors, crammed with designs by Mexican and international brands like Poltrona Frau, Molt, MaMaison, Gramos de conciencia and Hilando México.
- Cañamiel – the city's first multi-brand store carrying clothes, accessories, and jewelry by new and established designers from Mexico, Argentina and Brazil.
- Punto I Coma – this store has a little something for everyone, from pretty flower arrangements, furniture and home decor objects to stationary, jewelry and bags.
- Silver Deer – here shoppers will find casual, stylish menswear. Team their jackets and overcoats with amazing accessories: backpacks, wallets, handkerchiefs, scarves, socks, shoes, boots and ankle boots.
- Sioux Boutique – located in the Juarez neighborhood, this concept store showcases different types of fashion emerging from New York, Japan, Europe, Australia and Mexico.
- Happening Store – this concept store in Plaza San Jacinto showcases fashion, design and art.
- Void Vintage – customers flock to the store for '60s and '70s staples and statement jackets, but will also find a bounty of rare, worn-in denim, Chanel bags, and supersoft band tees that owner Olympia de la Macorra sources from her global travels.

#### LUXURY RETAILERS & DESIGNERS

Exclusive designers and upscale shops bring out sophisticated designs and different concepts.

- Sandra Weil – founded in 2008 with a vision to create high quality, beautiful handmade garments with special attention to details and finishes. The designs are classic yet unconventional, worn by sophisticated, confident women who seek to incorporate an impeccable fit, wearable silhouettes, streamlined color palettes, and signature accents into their lifestyles.
- Paola Hernández – local fashion designer Hernández explores philosophical concepts that often engender a spirit of collaboration with the world of contemporary art. The materials used in each garment aim to reflect different concepts, bringing together the highest quality textiles and yarns.
- Carla Fernández – notable Mexico City-based fashion designer has gained international acclaim for her extraordinary approach to preserving the rich cultural heritage of Mexico's indigenous communities, transforming it into beautiful clothing, textiles and houseware.
- Silver Deer – men's multi-brand store with exclusive designers. Named by The Business of Fashion as 'One Of The 30 Best Stores Around The World'.
- Bimba y Lola – quality and originality are the hallmarks of Uxia and Maria, nieces of Spanish fashion designer Adolfo Dominguez. Their brand enjoys international recognition and a presence in more than ten countries.
- Avocet Jewelry – Michelle Goni's creations evoke objects worshipped at rituals around the world. A stable presence at fashion bazaars, she now has her own space at Casa Colmena.
- Yakampot – Designer Francisco Cancino is, like many of his contemporaries, interested in ushering in the new era of modern Mexican fashion, and he's acquired plenty of admirers in the process. His Polanco atelier for his women's clothing: all sleek lines, ample room to move, and seasonless patterns, all made in Mexico.

### **TRADITIONAL MARKETS**

Traditional markets bring to life the vibrant colors, rich textiles and traditional motifs of Mexican handicrafts. Explore the roots of Mexican design at markets established as a hub for arts and crafts from all over Mexico.

- Bazar del Sabado – eclectic mix of handicrafts, clothing and goods at this large indoor/outdoor market in San Angel (open only on Saturdays).
- La Ciudadela – open air market in the heart of Mexico City brings together traditional tourist souvenirs and artisanal products from all over Mexico.
- La Lagunilla – the city's largest flea market deals in everything from new and secondhand clothes to vintage furniture, cds and home décor articles.

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**SUBJ>> What's New in Mexico City**

Dear Mexico City friends,

I wanted to share an update on what's new and exciting in Mexico City for travelers this summer:

**Culinary News**

- **San Pellegrino & Acqua Panna's World's 50 Best Restaurants 2017**
  - For the third year in a row, two world-renowned restaurants from Mexico City made this year's "World's 50 Best Restaurants" list. Enrique Olvera's Pujol held the number 20 spot and Jorge Vallejo's Quintonil came in at 22.
- **Pujol**
  - After 15 years as *the* essential fine-dining restaurant in Mexico City, Pujol closed the doors to its familiar home on Calle Francisco Petrarca and relocated to a stunning, minimalist space which now offers a taco omakase bar as well as a six-course tasting.

**Hotel News**

- **Barceló México Reforma**
  - This August, Barceló Hotel Group plans to add a 5-star hotel with 500 rooms along Avenida Reforma – one of the most dynamic areas in the Mexican capital for shopping, tourism and business. Modern facilities will include a buffet restaurant, steakhouse restaurant, lobby bar, sports bar and lounge.
- **InterContinental President Mexico City**
  - The hotel's luxurious amenities, fine dining restaurants and finely appointed guest rooms recently underwent a renovation that is slated for completion this summer.

**Airline News**

- **Alaska Airlines launching flights from San Diego, CA**
  - Beginning November 6, Alaska Airlines will launch a daily nonstop flight between San Diego and Mexico City.
- **Delta and Aeromexico expand options for U.S.-Mexico travel**
  - Pending approvals, this fall Delta and Aeromexico will launch nonstop flights between Seattle and Mexico City, and Portland and Mexico City.
- **Interjet to Launch Additional Nonstop Flight Between New York and Mexico City**
  - Effective June 16, Interjet will add a third daily non-stop flight between New York's JFK Airport and Mexico City's Aeropuerto Internacional Benito Juárez.

**Upcoming Events**

- **Telcel Mexico City Marathon (August 27, 2017):** The Telcel Mexico City Marathon is a joint project made possible by the Mexico City Major and the Sport Institute of Mexico City. Now in



its 35<sup>th</sup> year, the race will take place on August 27, 2017 and follow the 1968 Summer Olympics route starting in the Juarez Monument in Alameda Park and finishing in the Olympic Stadium. Over 35,000 runners from all over the world are expected to participate.

- **Macabro International Horror Film Festival (August 17-27, 2017):** Nearly 35,000 people attend this annual festival which celebrates a mix of new, independent horror films along with the classics and cult-following flicks. Created in 2002 by its director Edna Campos and Arturo Castelán as Macabro: Festival of Horror in Film and Video, is now a must for movie lovers and audiences eager to learn about the national and international audiovisual horror culture, its creators and its many manifestations.
- **Gallery Weekend Mexico (September 21-24):** In September, 74 artists, 34 galleries and other independent venues will spotlight 40 art exhibitions throughout the city during Gallery Weekend Mexico, showcasing a variety of great artistic works and the city's creative minds. Entrance to all events are free.
- **Design Week Mexico (October 4-8):** As the city's most influential event, Design Week Mexico builds the design scene in the country through a program of diverse encounter platforms for the creative community. This year, Design Week Mexico and the Government of Mexico City obtained the designation to make the city World Design Capital 2018, whose programming will be focused on promoting socially responsible design that generates opportunities, restores dignity, transforms with respect and preserves what is valuable.

Let me know if you think this would be a fit for something you currently have in the works, or if I can provide you with any additional information.





**SUBJ>> Mexico City: The Perfect Bachelor/Bachelorette Destination**

Hi XX,

It's not enough to just have a bachelor/bachelorette party anymore. Brides and grooms alike are opting for a weekend of celebrations before walking down the aisle in this increasingly popular travel and bridal trend.

While Vegas is an obvious choice and cities down south such as Nashville and New Orleans are growing in popularity, travelers looking to up the ante can head further south for around the same price, or less, and opt for one of the hottest international destinations of the moment – **Mexico City**. With a vibrant nightlife, hot culinary scene and trendy neighborhoods and hotels, not to mention favorable exchange rate and convenient airlift access, you can't go wrong celebrating a bachelor/bachelorette party in Mexico's capital – one of the top ten searched travel destinations in 2016 according to Google's recently released Year in Search report.

Below are just a few reasons why Mexico's capital is the ideal place to celebrate getting hitched.

***Affordable Airfare & Convenient Access***

- If you're looking to experience more for less, Mexico City is the perfect spot – the current Mexican peso to USD exchange allows for more affordable international travel.
- It's also readily accessible, with more than 150 direct flights to Mexico City daily from international locations via nonstop, affordable flights. Here are a few upcoming airfare deals:
  - Southwest from Houston to Mexico City starting at \$224
  - Delta from Baltimore to Mexico City starting at \$268

***Chic & Affordable Accommodations***

- W Hotel Mexico City is a sleek, modern hotel located off Reforma Boulevard in the trendy Polanco neighborhood with design awash in the painterly colors of Frida Kahlo and Diego Rivera. At night the bar transforms into a club frequented by both locals and visitors.
- Airbnb just named Narvarte one of the most popular new neighborhoods of 2017. Groups can book a stay in this charming neighborhood located in the southern part of the city for an authentic experience or choose to stay in Roma, a trendy neighborhood located in the center of the city with endless flats from which to choose.
- Hotel Carlota – located in a mid-century building renovated by JSa Arquitectos, this design-oriented hotel features a glass enclosed lobby pool, popular restaurant and décor objects and furnishings by Mexican designers. Rooms average at about \$150 a night, making it super affordable and perfect for groups!

***Vibrant Nightlife & Booming Culinary Scene***

- Mixologists are stirring up artful cocktails with indigenous ingredients in hot spots like Licorería Limantour, and newcomers such as Lilit and Xaman, whose cocktail menu and atmosphere pay homage to Mexico's pre-Hispanic roots and the philosophy of astral projection.



- From world-renowned chefs and restaurants such as Enrique Olvera's Pujol and Jorge Vallejo's Quintonil, to casual cantinas like Cantina Riviera del Sur and inexpensive yet tasty street food (late night tacos, anyone?), Mexico City has become a culinary trendsetter on a global scale.

#### ***Trendy Boutiques, Luxury Designers & Traditional Markets***

- Fashion designers have set up shop in the hip Condesa, Roma and Polanco neighborhoods, where boutiques abound with trendy clothing from Mexican designers such as the internationally celebrated Carla Fernández and the notable Sandra Weil.
- Traditional markets bring to life the vibrant colors, rich textiles and traditional motifs of Mexican handicrafts. Hunt for inexpensive artisanal goods from all over the country at La Ciudadela, El Bazaar Sábado and La Lagunilla.

#### ***Authentic Cultural Experiences***

- Xochimilco – grab your group and jump in a brightly painted gondola (*trajinera*), sip on margaritas and enjoy traditional food as you float past gardens and the famous island of dolls along the canals of Lake Xochimilco – for a truly unique group activity
- Museums – visit one of Mexico City's 150 museums, where you can take in contemporary art at Museo Jumex and stop by neighboring Museo Soumaya for an envy-inducing Instagram shots of the stunning, hexagon mirrored-steel exterior.
- Frida Kahlo and Diego Rivera – stroll around the bohemian neighborhood of Coyoacán, where artists and lovers Frida Kahlo and Diego Rivera worked and played. A visit to Casa Azul, Frida's former home-turned museum, is a must. Or, head off the beaten path and tour the famous couples' former studios and residences at Casa Estudio Diego Rivera y Frida Kahlo.
- Lucha Libre – the ultimate bachelor experience is being a spectator at the dramatic, humorous *Lucha Libre*, or Mexican wrestling. Watch masked superheroes (*técnicos*, or good guys) take on villains (*rudos*) inside the ring as you sip tequila and take home your own mask.

Please let me know if you need additional information and/or images. I look forward to hearing from you.



Hi XX,

As you live out your summer travel plans and figure out where you're heading off to next, consider visiting Mexico City this season for a long weekend getaway. Mexico's capital is a cosmopolitan epicenter full of new and undiscovered sights and tastes fit for any experience – whether it's a family vacation, holiday getaway, or a solo excursion.

Recently named one of the top cities for solo travelers by Airbnb, Mexico City provides the perfect backdrop for independent travelers looking to explore the vibrant culture and always-bustling culinary scene. Not to mention, the favorable exchange rate and easy airlift access is a plus for group and budget-conscious travelers. Whether you're traveling solo or with a companion, once you step foot into this city, you'll *never* want to leave.

Below are a few more reasons why you should visit Mexico City now:

***Bustling Culinary Scene:***

- Experience restaurants like Pasillo de Humo and Poleo that will make you "never want to leave" Mexico City
- Sip on creative cocktails and taste the local mezcal at exclusive establishments like Xaman, Hanky Panky and Fifty Mills
- Visit Enrique Olvera's famed Pujol, (which recently reopened with a new concept) and Jorge Vallejo's Quintonil which are not only ranked as some of the best restaurants in the world, but are also considered the best places to eat local vegetables
- Discover the "world's best-kept food secrets" and explore the street food culture of Mexico City at popular street stands like Caldos de Gallina Luis and La Lagunilla

***Must-Visit Cultural Attractions:***

- Explore one of Mexico City's 150 museums, such as Museo Jumex, which is currently showcasing the new "Andy Warhol: 'Dark Star'" exhibition – from June 2 to September 17 – and is deemed one of this summer's "Must-Sees"
- Enjoy free entry at Mexico City's Museo Soumaya—a world-class museum that showcases some of the best art in the world
- Walk through the galleries during Gallery Weekend (September 21-24). This year, galleries and independent venues will spotlight 40 art exhibitions with works by 74 artists throughout the city showcasing a variety of new artistic works as well as the city's creative minds
- Cruise along the southern region of Mexico City, where you can board a guided, colorful trajinera boat that floats along the canals of Lake Xochimilco

***Hot Airfare Deals:***

- New flight deals from American, Delta, JetBlue, AeroMexico, Interjet and Volaris from the U.S. and Canada to Mexico City start at just \$209 roundtrip



- **Additional** flight options from Delta and Aeromexico provide flight paths in a variety of new markets, including Seattle, Portland, and Las Vegas, as well as more daily flights between Orlando-Mexico City and Fort Lauderdale-Mexico City starting September 6

Let me know if you think this could be a fit for something you currently have in the works or if I can provide you with any additional information or images.

Best,

**CMGRP, Inc., d/b/a Weber Shandwick**  
**Registration No. 3911**

## **Visit Wales Documents**



## VISIT WALES ANNOUNCES LUKE EVANS AS LATEST YEAR OF LEGENDS AMBASSADOR

***Beauty and the Beast* Star Joins Year of Legends Tourism Ambassadors Iwan Rheon of *Game of Thrones* and singer-songwriter Cerys Matthews**

CARDIFF, Wales (March 1, 2017) – Luke Evans, star of multiple Hollywood blockbusters including the upcoming *Beauty and the Beast* (Disney, March 17), has become the latest Welsh celebrity to back the Visit Wales 2017 Year of Legends tourism campaign. Year of Legends brings Wales' epic past to life like never before, with attractions, events and activities designed to lure tourists to legendary locations throughout the country.



Evans joins a line-up of Welsh celebrities including *Game of Thrones* star Iwan Rheon and songstress-presenter Cerys Matthews, announced as ambassadors this past January. They will highlight their home country as a nation whose rich storytelling tradition contributed to legends like King Arthur and the myths of Avalon as well as literary works like *Alice in Wonderland* and *Lord of The Rings*.

Evans said of his involvement in Wales' Year of Legends campaign: "I am excited to get behind Wales as we share some of our most fascinating stories with visitors from all over the world. Growing up, Welsh myths and legends were very much a part of my culture, and their impact can still be seen today if you know where to look. There is so much emerging talent in Wales today, and so many world-class attractions. 2017 really feels like the right time to celebrate and share our heritage and how it impacts us today and into the future."

Evans' first appearance as a Year of Legends Ambassador is in a new Visit Wales promotional video, which celebrates Wales' myths and legends and invites visitors to, "find your epic, deep in the soul of Wales". It can be viewed on the Visit Wales YouTube Channel [www.youtube.com/visitwales](http://www.youtube.com/visitwales), Facebook page [www.facebook.com/visitwales](http://www.facebook.com/visitwales) and on [www.VisitWales.com](http://www.VisitWales.com). It will be airing as an advertisement in the UK.

This announcement falls on St David's Day, which commemorates one of Wales' best known legends and the country's patron saint. St David was born in the 6<sup>th</sup> century, grew up to be Archbishop of Wales, and performed several miracles throughout the course of his life. Before his death on March 1<sup>st</sup>, David encouraged his followers to "do the little things you have seen me do" – a sentiment of kindness and giving that lives on in Wales throughout the year.

For more information, visit: [visitwales.com/legends](http://visitwales.com/legends) or follow @VisitWales on [Facebook](#), [Twitter](#) and [Instagram](#). Video and images are available upon request.

### MORE

#### About Luke Evans:

Luke Evans originally hails from Pontypool in South Wales. He will star as Gaston in the new Disney remake of *Beauty and the Beast*, released on March 17. He made a name for himself in Hollywood

blockbusters *Girl on The Train*, *Fast & Furious 6* and *Dracula Untold*, after a successful run in London West End musicals, including *Miss Saigon* and *Rent*.

**About the Year of Legends in Wales:**

Year of Legends is the second in a series of three themed years highlighting Wales as a destination for tourism, creative industries, business and investment. It follows on from the international success of the 2016 Year of Adventure, which led to North Wales being named as one of the top ten regions on the planet to visit in 2017 by Lonely Planet. Year of Legends celebrates the epic past, present and future of Wales, a country with an ancient landscape, and home to thousands of years of history and myth.

**About Visit Wales:**

Visit Wales is the government tourism office for Wales with offices in New York, NY and Wales, U.K. Wales is one of four countries that make up the United Kingdom. A land with 641 castles, 870 miles of walkable coastline, three national parks and award-winning cuisine, Wales offers travelers a variety of activities and different landscapes to explore. The country's Celtic history and ancient language make it a distinctive British destination. For more information on travel to Wales, go to [www.visitwales.com/americas](http://www.visitwales.com/americas).

**ENDS**

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## **Wales Welcomes 2017 as Year of Legends**

- ***Cultural events planned throughout the year celebrating the country's unique heritage and legends, new and old.***
- ***Game of Thrones' Iwan Rheon and singer-songwriter Cerys Matthews announced as official Year of Legends ambassadors***

**CARDIFF, Wales (January 13, 2017)**— As traditional communities in Wales celebrate Hen Galan, or Welsh New Year today, Visit Wales launches its 2017 Year of Legends campaign.

Building on last year's record-breaking visitor numbers – international tourism visits during the first six months of 2016 were up 15% – Year of Legends will encourage visitors to discover and celebrate the past, present and future of Wales like never before.

Wales has more castles per square mile than anywhere else on earth, offering the ideal playground for anyone looking to explore culture, heritage, myths and legends. Its rich storytelling tradition will be highlighted with the release of Guy Ritchie's new film "King Arthur: Legend of the Sword," shot in Wales and drawing on the deep roots of Arthurian legend born in the Welsh landscape. The Year of Legends will also give recognition to creative personalities and productions inspired by Wales, from Roald Dahl to Dr. Who to Dylan Thomas, Laura Ashley and Richard Burton.

Iwan Rheon, star of HBO's "Game of Thrones" and official Year of Legends ambassador, commented:

I'm really excited to be a part of this project, I was so lucky to have Wales' stories, history and culture as part of my upbringing.

Our stories and characters are fascinating and become truly spellbinding when you visit the landscapes and places where these tales and stories are rooted – and you're never far from a piece of history in Wales.

When I'm not in Wales - I never miss an opportunity to talk about it – being an ambassador for the Year of Legends will be an added string to my bow! I'm looking forward to sharing Wales' epic story.

With attractions, events and activities at legendary locations across the country, 2017 will offer international visitors an opportunity to immerse themselves in the year-long celebration.

New for 2017, Epic Retreats is a completely unique series of pop-up accommodation that will celebrate the Year of Legends by allowing people to enjoy the best landscapes and experiences Wales has to offer, while staying in breath-taking locations in one of eight bespoke cabins, designed specifically for the project:

A *Merlin Festival* in Carmarthenshire in March, *The Tournament*, in Conwy in June, and *Landscape Legends - Pop-Up Experiences* by Snowdonia Active make up part of a rich program of events and attractions along the theme of legends.



Until February, the shortlisted entries for Artes Mundi 7 – a leading global contemporary art competition – will be on display at National Museum Cardiff and Chapter. The winner will be announced on January 26.

And in June, another modern legend will play out, as Wales welcomes the UEFA Champions League final to Cardiff – the single biggest sporting event in the world this year.

Year of Legends is the second in a series of three themed years and follows on from the international success of the 2016 Year of Adventure, which led to North Wales being named as one of the top ten regions on the planet to visit in 2017 by Lonely Planet.

In a study recently carried out by Visit Wales, 61% of overseas visitors cite the country's historic sites as a key reason for their visit. In the UK, 42% of Brits said they would love to explore myths and legends of a certain area, with 35% keen to explore their heritage and see where their ancestors came from.

Also working as an official Year of Legends ambassador is singer and former front-woman of the Welsh alternative rock band, *Catatonia* and founder of the *Good Life Experience Festival* in Wales, Cerys Matthews, who commented:

I'm so excited to share our rich culture and heritage with the rest of the world. Wales' myths and Legends have been huge inspiration for such creativity – from music, art to literature.

By giving a modern-day twist to our stories we can create some legendary experiences and inspire legends for future generations.

For more information, visit: [visitwales.com/legends](http://visitwales.com/legends) or follow @VisitWales on Facebook, Twitter and Instagram. Images are available upon request.

-ENDS-

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Hi ,

Can you feel the love in the air? Today, January 25 is St Dwynwen's Day in Wales, the most romantic day of the year. In celebration, we'd like to share some news and updates from the destination that may spark your interest.

Should you have any questions or want more information on any of these topics, please let us know.

#### **News/Updates:**

- *Year of Legends Announcement:* Wales has officially launched their 2017 tourism marketing campaign, the "Year of Legends," which aims to encourage visitors to discover and celebrate the past, present and future of Wales like never before. Game of Thrones' Iwan Rheon and singer-songwriter Cerys Matthews were revealed as official Year of Legends ambassadors.
  - View official press release [here](#).
- *Tourism numbers:* In the last few years, Wales has been gaining popularity as a desired European destination for travelers. International visitor numbers to Wales have been on the rise, reporting the highest increase among the nations of the UK in the first nine months of 2016. Specifically, North American visitor numbers were up 9% compared with the first nine months of 2015.
- *Award-Winning hotels:* Two Welsh hotels in Llandudno, Conwy, as the best in the world in their respective categories in Trip Advisor's "Traveler's Choice" award
  - The Lawton Hotel in Llandudno won Best in Service  
<https://www.tripadvisor.co.uk/TravelersChoice-Hotels-cBestService>
  - The Elm Tree Hotel won Best Bargain Hotel as well as the sixth-best small hotel in the world, third in Europe and number one in Britain.  
<https://www.tripadvisor.co.uk/TravelersChoice-Hotels-cBargain>

#### **Holidays & Events**

##### **Romantic Holidays: St Dwynwen's Day & Valentine's Day**

Thanks to St Dwynwen, the patron saint of lovers, there's double the romance in Wales: Dwynwen in January and St Valentine's Day in February.

Dwynwen was a fourth century Welsh princess who was unlucky in love. Trying to mend her broken heart, she became a nun and prayed for all true lovers to have better luck than she did. She set up a convent on Llanddwyn Island, a beautiful spot on Anglesey and one of the most romantic places in all of Wales. Her name means '*she who leads a blessed life*', and each January, true romantics make a pilgrimage to St Dwynwen's Church on Llanddwyn Island to experience this ancient Welsh legend for themselves.

Whether your idea of romance involves a lovers' pilgrimage, a candlelit dinner, a long walk on a deserted beach, a stay in a fairytale castle or a yurt under the stars, St Dwynwen's Day is the perfect excuse to blow away the January blues and start the year with someone special.

Find out more here: [St Dwynwen's Day](#)

##### **Romantic Holidays: Recommended Accommodations**

Feeling inspired to treat that special someone? Below are some ideas for the ultimate romantic escape in Wales.

##### **Château Rhianfa**



Experience a real-life fairytale at Château Rhianfa – originally built in 1849 by Sir John Hay Williams, Baronet of Bodelwyddan as a gift for his wife Lady Sarah.

The magnificent interiors were chosen by Lady Sarah herself, and to honor her exquisite taste and connect the French-style château to its newly formed Welsh roots, the house was christened “Rhianfa” (put forward by the local vicar), which means ladies’ abode.

The château’s charming character - inspired by an enchanting love story - lives on for guests to admire and make their own during their stay. [www.chateaurhianfa.com](http://www.chateaurhianfa.com)

#### **Roch Castle, St Davids**



The romantic six bedroom Norman castle in the Pembrokeshire Coast National Park is a five star property kitted out with luxurious furniture, linens, and art. Built in 1280, it was the home and birthplace of Lucy Walter, mistress to King Charles II and mother of his child, the Duke of Monmouth.

Roch Castle Hotel, awarded the best 5 star hotel in Wales for 2017, sits high above the stunning Welsh landscape offering panoramic views over St Brides Bay and the Preseli Hills. Visitors can also dine at its sister hotel, Twr y Felin. [www.rochcastle.com](http://www.rochcastle.com)

#### **Lake Vyrnwy Hotel & Spa**



Multi award winning Lake Vyrnwy Hotel & Spa in North Wales is located high on the hillsides of the Berwyn Mountains and this Victorian country house hotel offers breath-taking panoramic views of Snowdonia, as well as 52 individually styled rooms. The hotel is renowned for being one of Wales' great country houses due to its stunning views over unspoiled countryside and luxury four-star accommodation.

The spectacular views of Lake Vyrnwy and iconic fairytale tower are timeless and many parts of the hotel retain the character and feel of a Victorian country house, however these details are complemented by the large and contemporary luxurious lake-view rooms. Lake Vyrnwy also boasts North Wales' most luxurious spa which provides the ultimate pampering experience, alongside an award-winning restaurant, brilliant bistro and traditional tavern.

[www.lakevyrnwy.com](http://www.lakevyrnwy.com)

#### **The Lake Country House & Spa Hotel, Llangammarch Wells**



In the heart of mid Wales, you will find The Lake Country House & Spa Hotel. The Hotel has all that you would expect from a luxury Country house, roaring log fires, large sofas in which to sink into and a hot tub sitting on a balcony overlooking the lake, but more than that there is a special atmosphere of peace and tranquility which adds romance and the feeling of something special. Whisk your partner away for a romantic couple of days and indulge them in pure luxury.

The Lake Country House & Spa Hotel offers exceptional attention to detail and is more than happy to organise extra special touches for guests. Champagne and flowers can be ordered to the room ready for arrival and homemade chocolates can be created to order.

[www.lakecountryhouse.co.uk](http://www.lakecountryhouse.co.uk)

#### **The Cwtch**



Guests will enjoy the scenery and peace and quiet of a beautiful rural hideaway nestling next to a 16th Century Old Rectory "The Cwtch" is a contemporary cottage (converted to an exceptionally high standard), set in four

acres of ornamental, terraced and lawned gardens built at the foot of a Norman Mote and Bailey Castle mound and 100 yards from a Norman church.

This one bedroom single story cottage has a super-king sized sprung mattress bed for a fantastic night's sleep, with a large wet-room. It also features an open plan kitchen-dining-living-room with a log burner with an abundance of logs, perfect for a cosy night in.

"The Cwtch" is located only 15 minutes by train from Cardiff, the bustling capital of Wales, with an abundance of shops and theatres, and the Principality Stadium, one of the world's greatest sporting venues.

[www.thecwtchtheoldrectory.promotemyplace.com](http://www.thecwtchtheoldrectory.promotemyplace.com)

#### **Fast Facts:**

- Wales is home to **more than 600 castles** (more per square mile than any other country in the world!). Plus, a wealth of national parks and World Heritage Sites, the **870-mile Wales Coast Path**, Surf Snowdonia - the world's first inland surfing lagoon, International Dark Sky Reserves for exceptional stargazing, and so much more. Wales is a mecca for horseback riding, with thousands of miles of bridlepaths, but visitors can also delight in **mountain biking, whitewater rafting, paddling, and hiking.**
- Beyond the extensive outdoor adventure offerings, Cardiff is a city of classical architecture, green spaces and a buzzing cultural scene. Enjoy eclectic dining, global street food and some traditional foods like welshcake, fine malt whisky from **Penderyn Distillery**, Welsh rarebit and other signature immersive culinary experiences, including some of the top restaurants in the UK.

#### **News/Updates:**

- Wales has designated 2017 as the **"Year of Legends."** The country will celebrate past legends and myths, historical events and epic experiences. To mark the occasion, Epic Retreats is planning to construct **eight pop-up hotels** tied to key legends throughout Wales, including Arthur's Cave, inspired by the legend of King Arthur: <http://epicretreats.wales/images/plans.pdf>  
<http://www.millerkendrick.co.uk/portfolio/arthur-cave-pop-up-hotel/>
- The Exchange Hotel (March 2017) Cardiff's Coal Exchange to be transformed into a luxury hotel, called The Exchange Hotel: One of Cardiff's most significant historical buildings is being turned into a 200 room luxury hotel. It will include a heritage area, First World War memorial and museum celebrating the history of the Cardiff Bay. Starts at £89 per room. <http://exchangehotelcardiff.co.uk/plans/>
- Hensol Castle (spring 2017) This 400-year old castle, a formerly stately home called Hensol House, is just 6 miles outside of Cardiff. It will be opening guest rooms for the first time this spring. The property can be rented out exclusively for large groups. <https://www.hensolcastle.com/>
- **Brecon Beacons National Park** recently debuted a brand new 56 mile touring route for cyclists. Maria Leijerstam, the first person to cycle to the South Pole, was among the first to try out part of the new route that cuts through one of the country's most iconic landscapes.  
[www.breconbeacons.org/cycleacrossthebeacons](http://www.breconbeacons.org/cycleacrossthebeacons)
- North Wales has gained recognition recently, making **Lonely Planet's "Best in Travel 2017" List.** Ranking number four as one of the top-10 regions in the world for its celebrated adventure attractions, North Wales is becoming well known as an adventure destination. The region boasts UNESCO World Heritage castles of King Edward I, Snowdonia National Park, the highest mountain peak south of the Scottish border, Surf Snowdonia, the world's first inland surf lagoon, and Bounce Below, an underground trampoline park to name a few attractions

#### **Some Unique Accommodations in Wales:**

##### **Restaurants with Rooms**

They are like destination restaurants, differing from a bed and breakfast because the focus is on quality cuisine in the restaurant, the rooms are meant to support the restaurant, and the whole enterprise is driven by the chef. People travel from long distances to dine and then spend the night as the chef's guests. Examples include:

- James Sommerin, <http://www.jamessommerinrestaurant.co.uk/>
- Tyddn Llan, <http://www.tyddnllan.co.uk/>
- The Whitebrook, <http://thewhitebrook.co.uk/>
- Felin Fach Griffin, <http://www.eatdrinksleep.ltd.uk/>

- The Seacroft, <http://theseacroft.com/>

#### **Stay in a Castle this Valentine's Day**

Throughout Wales, travelers can find unique accommodations of all shapes and sizes. For couples looking for a stay in a castle this Valentine's Day, there are several options, including the luxurious Roch Castle, which was recently named Wales' top hotel in the Welsh Hospitality Awards:

#### **ROCH CASTLE; PEMBROKESHIRE, WALES**

**IMAGES FOR DOWNLOAD:** <https://www.webcargo.net/I/0Nm5AKHQTW/>



Roch Castle, now a five-star luxury hotel, originally dates back to the 12th century. Built on a granite outcrop high above the incredible landscape of Pembrokeshire Coast National Park, this Norman Castle has stunning panoramic views over St Brides Bay and the Preseli Hills. Set in 10 acres of beautiful grounds and only a short drive to the nearest Blue Flag beach Newgale, you can stroll the vast expanse of sandy beach for almost two miles.

Choose a bed and breakfast stay, or take exclusive use of the castle by renting all six rooms. Six characteristic ensuite bedrooms hide away within the protective walls, while the jewel of the castle; the Sun Room, located on the fourth floor, has floor to ceiling glass walls and an alfresco viewing platform, affording guests a scenic and special space to relax. Breakfast is fresh and made to order, with Welsh laverbread - a traditional seaweed delicacy - and locally made honey on the menu.

#### **Booking details:**

Bedrooms – 6 | Minimum guests – 1 | Maximum guests – 12

Bed and Breakfast – from £210 per room per night / Exclusive Use – from £1,350 per night.

Rates are per room per night, based on two guests sharing and include VAT, parking and Wi-Fi.

Visit <https://www.rochcastle.com/special-offers> for details on Valentine's Day 2017.

**For more information, visit:** <http://www.visitwales.com/>

**Facebook.com/visitwales; Twitter: @visitwales; Instagram: @visitwales**

May 12 will mark the release of "**King Arthur: Legend of the Sword**," a Guy Ritchie film starring Charlie Hunnam in the title role; Jude Law, Djimon Hounsou, Aidan Gillen and Eric Bana.

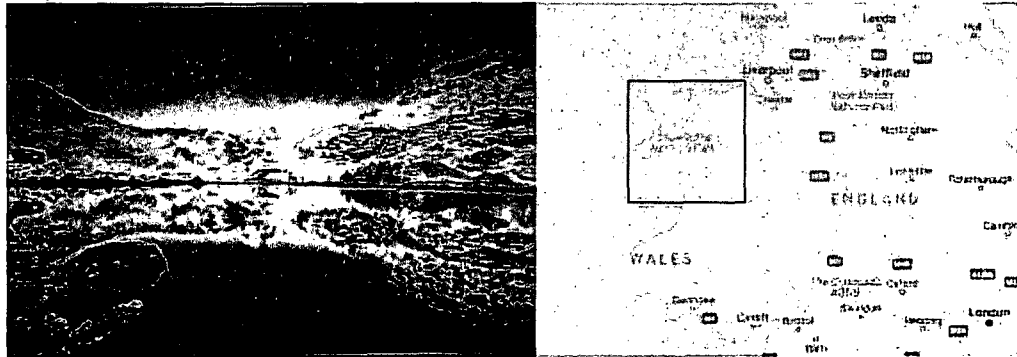
**Snowdonia National Park in North Wales** was a primary filming location for the film; it is the setting for several iconic Arthurian legends – many of which can be visited today.

#### **Film Tourism:**

##### **Top King Arthur locations in Snowdonia National Park, Wales:**

- The magical sword Excalibur is thought to rest in one of several lakes in Snowdonia after it was cast out during Arthur's final battle. **Llyn Llydaw**, Llyn Dinas and Llyn Ogwen are the three that most often stake the claim.
- Arthur is connected to the tallest mountain in the Wales, **Snowdon (1,085 meters)**, where he slayed a giant who was then buried in stones at the summit.
- Even the story behind the red dragon on the Welsh flag is tied into Arthurian folklore as it features Merlin before he meets Arthur, and takes place near **Beddlegert**.

#### **IMAGES OF SNOWDONIA NATIONAL PARK, CREDIT TO VISIT WALES**



Legend of the Sword continues the tradition of evolving the myths and legends that surround King Arthur. Was he a real king? Are any of the stories based in some truth? It is likely that there was a real Arthur that inspired the stories - a heroic 5<sup>th</sup>-century Romano-British warrior chief who fought against Saxon invaders. More on King Arthur history/ locations in Wales here: <http://www.visitwales.com/explore/traditions-history/king-arthur-myth-history-locations>

#### **How to get there:**

Easily accessible via Manchester airport, or by train from Cardiff - North Wales is one of the world's most beautiful rugged, mountain landscapes to explore on foot, by car or by cycling.

#### **Where to stay:**

A traveler may wish to stay at a cozy coaching inn like the Castle Hotel in the historic town of Conwy as the home base for their Snowdonia adventure, or enjoy a luxury experience at the newly-opened Palé Hall countryside estate hotel, just east of Snowdonia.

#### **What to do:**

Snowdonia National Park has nine mountain ranges within its boundaries, containing over 90 peaks and 100



lakes. It's also home to a population of around 26,000, more than half of whom speak Welsh. The area is known for hiking, waterfalls and world-class mountain biking.

**Visit Wales' Year of Legends 2017:**



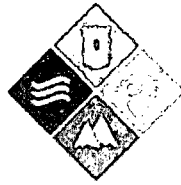
2017 is the "Year of Legends" in Wales, making it the ideal time to explore Welsh myths and legends, and the spectacular landscapes they are rooted in. Visit Wales' ambassadors supporting the Year of Legends 2017, includes actors Iwan Rheon (*Game of Thrones*) and Luke Evans (*Beauty and the Beast*).

The Welsh stars are supporting Visit Wales' campaign to highlight the legendary people, places and experiences Wales has to offer: both classic and contemporary.

*Email Q&A interviews with ambassadors are available on case-by-case request.*

**Facebook.com/visitwales / @VisitWales / #FindYourEpic**

**www.visitwales.com**



# Epic Retreats

**Press release**

**High-res images available [here](#)**

## **First look inside Epic Retreats - Wales' first pop-up boutique hotel**

Today (Friday, May 19) the first images of Epic Retreats – Wales' first pop-up boutique hotel – have been revealed and there's still time to book to become one of the fortunate 200 guests to enjoy the unique, exclusive experience.

The eight cabins, which are the focus of a new Channel 4 documentary 'Cabins in the Wild with Dick Strawbridge', are all inspired by Welsh legends and will welcome their first guests on June 5.

Epic Retreats will visit two locations across Wales this summer; Southern Snowdonia from June 5-June 30 and the Llŷn Peninsula from July 10 until September 11.

Mid-week guests will also enjoy epic experiences tailored to each location, including private chefs, Welsh music and theatre performances.

Fewer than 200 bookings have been made available for the experience and inspiration for the units includes the legend of King Arthur, the iconic Welsh dragon and the country's famous industrial heritage.

Each boutique cabin includes a double, king size or circular bed, living area with wood burner and hob and en-suite facilities.

All are winning designs, purpose-built for the Epic Retreats project, and chosen through a competitive tender, supported by Visit Wales, which invited architects from across the world to design unique glamping units themed on the mythology, tradition and beauty of Wales.

In addition to the eight cabins the 'hotel' will also feature a communal area including a fridge for food storage, on-site BBQ and eating area.

On arrival guests are provided with a welcome pack containing some of the best produce Wales has to offer, as well as bed linen, hand and bath towels and logs for the wood-burner.

Launched in celebration of Wales's Year of Legends, Epic Retreats promises to immerse visitors in the most impressive landscapes and adventures the country has to offer.

Co-founder of Epic Retreats, Llŷn Pughe said, "We are excited to finally reveal the eight cabins that make up Epic Retreats.

"The unique cabins, complemented by our country's stunning landscape, make for an unbeatable experience and we look forward to welcoming our first guests this summer who will get to see Wales in a completely unique setting."

The Epic Retreats project is a partnership between Best of Wales, Cambria Tours and George + Tomos Architects and is part funded by the Welsh Government's Tourism Product Innovation Fund.

Ken Skates, Cabinet Secretary for Economy and Infrastructure, said: "Epic Retreats and the unique glamping pods, which all have their own story to tell, will allow people the chance to experience Wales like never before.

"From art hotels and castles to trendy hostels and boutique B&Bs, Wales offers a wide array of varied and exciting accommodation choices.

"The addition of our first pop-up glamping accommodation creates additional potential to attract visitors from far and wide to experience our amazing landscape and heritage during our Year of Legends 2017."

'Cabins in the Wild with Dick Strawbridge', the Channel 4 documentary following the creation of the cabins starts on Sunday, May 21 at 8pm.

For more information on the project or to book one of the limited spaces, visit [epicretreats.wales](http://epicretreats.wales).

### ***The legendary cabins***

#### **Arthur's Cave created by Miller Kendrick Architects**

Legend tells us of a cave slept in by King Arthur and his knights while travelling — a cave that could be discovered once and never again...

But don't fret, we'll make sure you find your cabin again after your first night's stay.

Stylishly blending in with its surroundings, the cave — which features a large sliding glazed door — is an alluring hideaway from the elements, while locally sourced sheep's wool insulation and a log fire will keep you warm whatever the weather.

So sit back, relax and enjoy the incredible panoramic views from the comfort of your cabin.

#### **Black Hat created by the Rural Office for Architecture**

Often worn by children on St David's Day, the Black Hat forms an important part of a Welsh cultural identity

During a failed attempt by the French to invade Britain via Fishguard in 1797, hundreds, if not thousands of women from the small port marched to the front line to defend their country, dressed in traditional scarlet tunics and tall black hats.

It is thought that from a distance, the women may have been mistaken for British army Redcoats.

Suffice to say the French didn't stay long.

From a deterrent to a one-of-a-kind attraction, Black Hat stands tall in the landscape, enticing passers-by.

Like a tipi, a simple timber frame supports a canvas skin, shaped into a traditional hat. Its spacious design can accommodate fellow campers for dining, entertainment or storytelling, while the apron pulls out to welcome arriving guests.

But when the Welsh climate is less favourable, why not snuggle up on the sofa and enjoy the warmth of the stove and traditional Welsh wool-covered walls.

At the end of the day, retire to the king-size bed in the top of the hat for a comfortable snooze or a spectacular view of the stars through the roof dome.

#### **Animated Forest created by Francis Arnett**

Inspired by the Welsh poem, Cad Goddeu, or The Battle of the Trees, the Cabin in the Woods is designed to resemble a creature negotiating its way through the woodland.

The cosy hideaway envelops guests in a padded sleeping area extending to the wall and ceiling, while roof lights make the cabin bright and airy during the day and reveal stunning views of the starry sky at night.

Whether you choose to escape the elements and cuddle up by the fire, or open the large entrance door to watch the world go by, this unique cabin is the ultimate retreat.

#### **Dragon's Eye created by Carwyn Lloyd Jones**

Tread carefully — there's a dragon lurking in the landscape.

With its stainless steel scaly 'skin' and gridshell roof, our Dragon's Eye pod will really fire your imagination.

Relax on the round rotating bed and enjoy a stunning view of the beautiful Welsh landscape through the full height glass 'eye.' Or cwtch up in the warmth of the wood burner while protected from the elements by the sheep's wool insulation.

End the day with a hot shower in the walk-in wet room clad in reclaimed slate tiles.

#### **Little Dragon created by Barton Wilmore Architects**

Little Dragon is a unique blend of industrial heritage and Welsh folklore.

Inspired by the iconic emblem of Wales, it has been specially created using locally sourced sustainable

materials synonymous with the country's heritage.

The scaly shingle exterior and claw-like tripod base are evocative of the smoke-breathing beast that, according to legend, once dominated the country's rugged landscape.

But don't be frightened - once inside you will receive a very warm welcome — or 'croeso cynnes' as we say.

Soft furnishings and a roaring log fire breathing warmth through the structure provide a homely experience, while the cylindrical design delivers magnificent panoramic views, immersing guests in the stunning scenery outside.

#### **Miner's Legend created by How About Studio**

Miner's Legend is a tribute to the once-thriving mining industry, central to Wales' rural communities.

At first glance, the cabin is a collage of mining structures and corrugated iron sheds seen scattered through the Welsh landscape.

But once through the entrance tunnel, you'll discover exquisite, crafted details that will fill you with delight.

Angular corridors play carefully with light and material to transport your imagination to the subterranean mines.

Continuing your journey through a collection of unique cavernous spaces you will soon arrive in the main chamber. Generous in height and warmed by a small stove, you can enjoy views over the surrounding landscapes from the comfort of a soft alcove.

Withdraw up into the sleeping chamber, where you'll wake to a panoramic view of the landscape after a comfortable night's sleep!

#### **SkyHut created by Waind Gohil + Potter Architects**

One for the stargazers and dreamers – SKYHUT provides a unique setting to experience Wales' magnificent night sky. Named as the country with the highest percentage of 'International Dark Sky', Wales boasts exceptional views, especially at night.

Taking inspiration from the myth of Welsh mountain, Cadair Idris, where legend states that travellers sleeping out at night awake as madmen or poets, SKYHUT will leave you crazy about Wales and waxing lyrical for the stars.

With a switch to an electric actuator, open the doors to transform your cabin into a glamping-observatory. From day to night, enjoy 360° views across the landscape through clerestory eye level glazing.

#### **Slate Cabin created by Trias studio**

Mimicking the art of constructing cairns, whereby walkers collect stones and build place-markers along their route — a raw, unclad building will be gradually transformed through layers of slate, forming a textured, stylish exterior.

A neat structure of slate, the cabin fits effortlessly into its surroundings and embodies simplicity and style.

In contrast to its grey slate exterior, inside you'll find a single, cosy room clad with honeyed wood. A kitchen and built-in table form a sitting space, while the bed sits on a raised platform providing a magnificent view of the surrounding scenery.

A table overlooking a perfectly framed view provides the ideal setting for people seeking a quiet retreat to come to read, write and relax.

#### ***The two locations that will host Epic Retreats in 2017:***

##### **Snowdonia, June 5 - June 30**

This site is surrounded by rugged Welsh mountains in the foothills of the mythical Cadair Idris.

Legend has it that if you spend a whole night atop it, you wake as either a poet or a madman!

This tranquil valley is the perfect base to explore the surrounding National Park, and to submerge yourself in this fabled area, either by your own steam or as part of our immersive programme of activities crafted for this incomparable stay!

Guests who choose the legendary package will visit places of historic significance such as the romantic Welsh castle, Castell-y-Bere, enjoy a wine-tasting evening with a local expert and a steam train journey through stunning scenery.

**Llyn Peninsula, July 10 – September 11**

Set along the stunning Llyn Peninsula, this location offers panoramic views of the Snowdonia mountain range across the sea.

Visitors will enjoy direct access to the famous Wales Coast Path and can choose to enjoy a full programme of one-off experiences such as a boat trip to the legendary Bardsey Island; a mystic and holy place rumoured to be the burial site of King Arthur, beer tasting at a local brewery and time to explore the atmospheric Snowdonia National Park – home to the highest mountain in England and Wales.

**-ENDS-**

**Media enquiries**

For more information, please contact Ellen Leach Hutchings or Jamie Robins at Epic Retreats' communications agency, Equinox. Telephone: 02920 764100 or email: [epicretreats@equinox.wales](mailto:epicretreats@equinox.wales).

**Notes to Editors**

For more information on Epic Retreats please visit [epicretreats.wales](http://epicretreats.wales), you can also get updates through [Facebook](#), [Twitter](#) and [Instagram](#).

**CMGRP, Inc., d/b/a Weber Shandwick**  
**Registration No. 3911**

**Attachment 23**

**Clarification of our response to Question 23**

All information materials that we disseminated or caused to be disseminated during this 6 month reporting period with respect to the Arab Republic of Egypt have been labeled as required by Section 4(b) of the Act.